

# **ELECTRICAL MERCHANDISING WEEK**

JUNE 5, 1961

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BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



## **fm stereo**

Late last week, fm stereo broadcasts became legal... Around the country, stations were gearing up... Manufacturers were scrambling to get equipment on the market... And dealers were hearing the hard sell. Their reaction: "Sure, it's great! But what is it?" To put the key man in the know, EM WEEK has pulled together the key facts. Here's your answer in this quick, non-technical rundown on multiplexing p2

AN EM WEEK EXCLUSIVE:

### **Specifications For 1961 Dishwashers and Disposers p19**

#### **THIS WEEK'S NEWS IN BRIEF**

You can expect some changes in the radio-TV industry if the **FCC (p2)** has its way. Some of its pet projects: TV program reform, pay TV, a stereo-FM push.

The electronics industry is also ready to push multiplexing, and the components people are first with **stereo-FM lines (p8)**.

Another industry has another new product: **Cordless mowers (p6)**. Three manufacturers are already in the

field, and the rest are waiting to see what's right—or wrong—with it.

But the **fan industry (p6)** already knows what's wrong with sales. Not enough hot summer weather. It is hot enough, however, to bother your car if you haven't yet used a **hot weather check list (p 10)** to get it ready for the season.

Then there's a check list of what went on in Chicago at the **EIA meeting (p4)**.



## STRAIGHT FROM WASHINGTON

**TENTATIVE MINIMUM WAGE OF \$1.23 AN HOUR** has been set by the Labor Department for workers in plants producing electronic components for the government. The minimum, which undoubtedly will become permanent in mid-July, affects employees working on government contracts of at least \$10,000. But it is expected to cause some rise in wages in production of commercial components.

This is the second minimum wage rate established by the Labor Department for the electronics industry under the Walsh-Healey public contracts act.

The first involved electronic tubes. ■

**"HARMLESS EXAGGERATION" IN TV ADVERTISING IS LEGAL** so far as a Federal Trade Commission examiner is concerned. He so ruled in a case involving substitution of a plexiglass material for sandpaper in a commercial for Palmolive shave cream. The company and advertising agency said sandpaper does not show up so well on TV; thus, the substitution. The examiner's decision is subject to final action by the commission. ■

**PRESIDENT KENNEDY IS GETTING MORE THAN HE SOUGHT** in the way of housing legislation, all of which is bound to mean a long-term boost to the appliance and home furnishings industries. Every one of the Administration's proposals withstood the onslaughts of conservatives and Republicans, with some of them actually getting extra money.

Of particular interest to appliance dealers are provisions (1) to more than double urban renewal projects and (2) to provide FHA insurance for low-income families. The chief effect of these provisions will be felt in areas where business has slumped the most. ■

**FREE-TRADE LEANINGS OF THE ADMINISTRATION** are becoming fully apparent. The feeling generally is that the White House will return to a policy of protectionism only in extreme cases. This may take some selling to an increasingly protectionist-minded Congress—and there will be exceptions.

The first important step was Kennedy's decision not to impose a quota system on textile imports. Instead, he is seeking an international agreement among producing and consuming nations to regulate the flow of goods. He already has extended this effort to cover such commodities as coffee, cocoa, lead and zinc.

There has been some pressure from U.S. manufacturers to impose at least limited quotas on electronics imports, particularly those from low-wage countries such as Japan. It seems apparent now that these requests are slated to get the same results as textiles. Administration aides say that import quotas will be used only as a last resort to protect U.S. producers. ■



At the start of an FM stereo broadcast, two widely separated mikes pick up the music and feed the sound directly to the "mixer" which generates two signals.

## What Happens In FM Stereo

The radio industry has been in an uproar since late April when the Federal Communications Commission announced national standards for stereo FM broadcasting (multiplexing).

Since then, set manufacturers have been frantically rushing to get out instruments which will receive stereo FM. And radio station owners have

been scrambling to get on the air. (Stereo FM broadcasting was authorized after June 1.)

To give you an idea of what's going to happen when all this effort pays off in programming and stereo sets, EM WEEK is going to take you on a step by step "tour" of an FM stereo broadcast.

Step 1: Music from the band (up-

## How Changes At FCC Will Affect Dealers

An expanded role for the federal government in the radio-TV industry is in store, promising new developments and hastening changes in radio-TV receiving equipment, and calling for alertness from those who supply the equipment.

Rigged quiz show and payola scandals touched off the changed attitude toward radio and TV in the FCC and in Congress. In the Kennedy administration, the new approach was symbolized by the naming of young, aggressive Newton N. Minow to run the FCC.

President Kennedy reportedly gave Minow his job with this mandate: "Improve programming." Since then, Minow's impact on the industry has been approvingly described by Sen. Warren G. Magnuson (D-Wash.) as that of "a pike in the carp pond."

**Minow's regime at the FCC** is committed to faster, more efficient operation of the commission, with less time spent on trivia, more on long-range planning, and policy-making of the kind that can give the agency an important role in the industry's development.

When the FCC's burden of rou-

tine work is thus reduced, Minow feels the commission will have time to spend on major issue. He already has promised a major drive for more educational television, higher quality programs with more variety than the present stock fare of westerns and situation comedies, more channels, either through additions to the very high frequency bands, or in ultra high frequency, a full test of pay-TV, a push for stereo FM, and perhaps later in AM and TV, and a close, critical look at the operations of the three networks.

**More UHF?** Minow sees the future of two of his key objectives, more educational TV and better commercial programming, darkened by the limited number of available channels. Since Defense Department officials have refused to turn more VHF bands over to commercial use, UHF will get the big push.

Out of 257 channels set aside for educational TV, about 200, mostly UHF, are unused. This is attributed to a lack of funds and the scarcity of sets capable of receiving UHF.

For the third time this year the

*Continued on page 46*





TRANS-  
MITTER

REGULAR  
F-M

ADAPTER  
STEREO F-M RADIO

The signals, main channel (in white) and a subcarrier (in black) which rides piggyback on the main channel, are woven together, sent out by the transmitter.

Conventional FM radio uses main channel for monophonic reception. Stereo FM radio or FM tuner with adapter feeds signals through two amplifiers and two speakers.

per left in the diagram) is fed into the widely separated microphones and carried to a mixer which generates two signals:

(1) The main channel signal, a composite carrying all necessary music, or speech, for conventional monophonic reception.

(2) A subcarrier signal which rides piggyback on the main channel and contains the part of the music which will supply the stereo affect.

Step 2: From the mixer, the music, now in the form of electrical impulses with the signals woven together, travels to the transmitter, which throws them out into the airwaves as radio frequencies.

Step 3: If you're tuned in with today's conventional monophonic FM radio, you'll receive the composite or

main channel signal. This is the same signal you've been hearing on FM all along.

Step 4: But if you're tuned in with an FM stereo radio, you'll not only receive the main channel, but also that all-important subcarrier.

Equipped with special electronic circuits, your stereo FM radio will use all this music on the main channel and the subcarrier to reproduce stereo. A stereo FM set, or a conventional FM set with an adapter, actually is two radios tuned to the main channel and the stereo subcarrier.

At this point, the signals are put into two amplifiers and sent through two widely separated speakers.

For what manufacturers are planning, see p45.

### Some Technical Terms Based On FCC Definitions

**Stereophonic separation:** The ratio of the electrical signal caused in the right (or left) stereophonic channel to the electrical signal caused in the left (or right) stereophonic channel by the transmission of only a right (or left) signal.

**Crosstalk:** The result of poor separation. An undesired signal occurring in one channel caused by an electrical signal in another channel.

**Left (or right) signal:** The electrical output of stereo playback devices (microphones, tape deck, etc.) placed so as to convey the intensity, time and location of sounds originating predominately to the listener's left (or right) of the center of the performing area.

**Left (or right) stereophonic channel:** The left (or right) signal as electrically reproduced in reception of FM stereophonic broadcasts.

**Main channel:** Composite, compatible right and left signals with the band of frequencies from 50 to 15,000 cycles which frequency modulate the main carrier.

**Pilot subcarrier:** A subcarrier serving as control or guide signal for use in receiving FM stereo broadcasts.

**Stereophonic subcarrier:** A subcarrier having a frequency which is the second harmonic of the pilot subcarrier frequency.

**Stereophonic subchannel:** The band of frequencies from 23 to 53 kilocycles containing the stereo subcarrier.

## EM WEEK'S

# MARKET REPORTS

**EAST . . . WILMINGTON, DEL.**—A "generally better atmosphere" conducive to improved appliance sales has been noted by dealers in the Wilmington area within the past three or four weeks. While the pickup has not been too pronounced, dealers feel the advent of warmer weather will give added impetus to sales.

Pete Chance at Wilmington Appliance Co. is one who noted an upswing in business and added that appliances are beginning to sell "across the board." Chance said his firm continues to stress good service.

Millard Keil, appliance manager at Keil's, is another who mentioned a seasonal pickup, with refrigerators on the move. "And we still keep promoting," he declared.

A hot May would have created an upsurge in air conditioning sales, but that failed to materialize. One brief warm spell invited inquiries, but interest was only short-lived when the weather turned cooler.

One major retail appliance firm is moving out of downtown Wilmington after many years and will serve its customers from a bargain warehouse and at its suburban store. Another appliance store made an exodus recently from center city to the suburbs.

Parking problems downtown have been a headache for dealers for some time. One store owner cited lower overhead as an imperative need to meet the competitive situation.

Ben Scott of Scott's Appliances at nearby Newark reported business "just fair" with some TV and white goods moving.

Some "slight action" in TV sales was noted by Bernie Zenker, of Mt. Pleasant Appliance.

**SOUTH . . . RALEIGH, N. C.**—After what some dealers described as a good start in the first few days, sales of major appliances in this area slowed considerably as the month of May drew toward its close.

Prospects generally were for a much poorer month this year than in May, 1960, according to most of the dealers talked to in this area.

An upturn which most dealers had confidently expected had not developed. Lingering cold weather was given part of the blame for this.

A Frigidaire dealer, Francis Lambe of Johnson-Lambe, Inc., said washing machines were the only exception to the disappointing trend. He described the movement of washers as "very good" last month, ranges and refrigerators as "slow," and air conditioners as "poor."

With the exception of washers, Lambe said he expected May to make a poor showing against May of last year.

Wyatt E. Lynch of Thompson-Lynch, Philco and Westinghouse dealer, commented that May started off good but "all of a sudden it shut off like cutting off a faucet."

Lynch added, "The past two weeks

have been poor. The big items just haven't been moving. Two or three days of warm weather would help a lot. People just aren't spending."

Myron U. Tuttle of Tuttle Appliance Co., another Frigidaire dealer, said prospects were for sales to be off perhaps 15% this month over the same period last year.

"I think it's due to the unseasonably cool weather we've been having," Tuttle said. "I think freezers, refrigerators and air conditioners will pick up when the weather gets warm and settles down."

One business which had planned a newspaper advertising section on air conditioning postponed the project because of cool weather.

Amid these conditions, General Electric announced that a record shipment of about 5,480 electrical appliances were received by North Carolina dealers in preparation for an "Old Fashioned Sale" by G-E dealers.

**MIDWEST . . . MILWAUKEE**—It's a toss-up who's having the toughest time in Milwaukee these days—the Braves or the dealers. The Braves at least are playing .500 ball, while the dealers say they are having a tough time getting out of the cellar.

A lone distributor sounded an optimistic note. Dealers are all running for cover. Such answers as "everything's gone to hell around here" and "lousy, just plain lousy," were given to questions about busi-

ness conditions. TV and portable radio sales seemed to be leading appliances, but dealers reported it was pretty hard to tell in such a soft market. The late spring in the Midwest was tagged as the reason for lagging air conditioner sales.

A spokesman for a TV-appliance store said, "Business is just plain terrible. Everything's soft. To make it worse there's no apparent reason for it. Milwaukee's employment figures have been up the last couple of months, but the people are staying home and holding on to their money. We've tried everything—the usual promotions, as well as some crazy things—but nothing seems to work. We're pretty big and we'll be around to fight this thing but I sure wonder about some of those smaller outfits."

Dick Becker of Bachman Furniture and Appliances was a shade more optimistic because of a slight pickup during the end of May.

"It's nothing to write home about. Business is still pretty lousy," Bachman had mounted a "substantial" advertising campaign and used a clinic promotion with fair success. His aim: To build up some traffic during the day. "It's real slow here during the day," said Becker. "We do our business from about 6 p.m. until 8:30 p.m." (Bachman is open every night until 9 except Tuesdays and Saturdays.)

At "clinics" Bachman uses cus-

Continued on page 11



## AHEAD IN THE NEWS

**A STEREO CONSOLE YOU CAN HANG ON THE WALL** will be the star of General Electric's 1962 stereo lineup. Key to the ultra-thin unit is the development of a slim drop-down turntable. Removable speakers are mounted in doors which are covered by grill cloth inside and out and hooked electronically through the hinges to the amplifier. The unit comes, of course, with removable legs. ■

**FIRST TO MARKET WITH FM-STEREO** is Wilcox-Gay and Grundig-Majestic with a whole line set to go now. Every set in inventory can be switched using Crosby-made kits at a going retail of \$25-\$60, the company has announced. ■

**NEMA CERTIFICATION FOR DISHWASHER WASHABILITY?** Not yet. But NEMA has incorporated a means for measuring washability in its dishwasher standards publication, simply as a guide for manufacturers—or anybody else—to test a model's performance. There's always the possibility, though, that a formal certification program could follow. ■

**WATCH FOR MORE COMPANIES IN COLOR TV.** The bandwagon is rolling now and the rest of the major holdouts—Motorola, Philco, Sylvania and Westinghouse—will probably jump on in time for the fall selling season. Right now, the industry is betting that either Philco or Sylvania will be the next to join the growing ranks. ■

**U. S. SUPREME COURT UPHELD SUNDAY CLOSINGS** in three states, holding that blue laws aim at economic—not religious—goals. And Chief Justice Earl Warren, who wrote the majority opinion, suggested that the Court's ruling might extend to more states. The decision is particularly important for the appliance industry because it will cramp suburban discounters who traditionally do big business on Sunday. ■

**WESTINGHOUSE WILL TURN STEAM ON AT LOCAL LEVEL** during the week of June 12. More than 50 factory sales executives will call on nearly 2,000 dealers, explaining Westinghouse's summer selling program for majors. What is the program? Through June it's a four-for-one deal (EM WEEK, March 27, p8). In July and August it's "Bonus Value Days," the bonus being premiums, special pricing or special products, depending on dealer needs. ■

**G-E MIGHT GO BACK TO SELLING WRINGER WASHERS.** Since mid-April, the company has been test-marketing wringers made by Canadian G-E in two districts: Louisville, Ky., and Pittsburgh. Says E. L. Stehle, home laundry marketing manager, "We are asking distributors covering other parts of the U. S. whether they would like to have the Canadian-made washers available for sale in their areas." ■



Building a mock-up, Sue Ann Conover, left, Hotpoint planner-demonstrator, shows a couple how to fit their new kitchen into their old dimensions. Next step: A photograph of the layout will be sent the couple's dealer where they will pick it up, with information about the needed appliances.

## Hotpoint's New Dealer Aid

The just-opened Hotpoint public display room in Chicago's Loop displays more than every model and color Hotpoint makes. It has these new wrinkles to boot:

- It's the "world's largest" kitchen planning center—\$100,000 and 5,300 square feet.

- It inaugurates a new dealer referral scheme, different from that used in Hotpoint's New York display center.

- It takes the place of Hotpoint's Merchandise Mart showrooms.

The new room is staffed with three full-time demonstrators and shows three kinds of kitchens—apartment, free-standing and built-in—besides the full Hotpoint line. The showroom is the third and largest in a series started three years ago in Pittsburgh, followed then by one in New York.

That dealer referral setup is the best evidence that Hotpoint is not going

to be selling in the new showroom, an action most dealers fear. In New York, kitchen plans are prepared for the public and a photo and floor plan are given to the customer. In Chicago, the customer still gets the planning, but has to pick the finished work up at her Hotpoint dealer.

"Where the customer has no preference," says Sue Ann Conover, one of Hotpoint's demonstrators, "we'll have to go by geography. They'll get a list of all dealers, though."

**Price information**, a touchy matter, was at first going to be ignored and no prices given out. However, a more realistic appraisal of the problem led Hotpoint to quote suggested retail prices only.

Beyond this, John McDaniel, Hotpoint general sales manager, views the whole idea as a dealer aid. "No dealer," he says, "can display it all. We can, and we can channel the lookers out to dealers, too."

## What EIA Plans For FM-Stereo

Business has been booming at the EIA. The organization recently has adopted a number of measures which will effect the electronics industry, and particularly the consumer products segment. Here's a rundown on recent EIA actions:

**An FM-stereo handbook** to explain the intricacies of the system to dealers and FM stations will be published by EIA. Target date for publication was the July 16 Music Show. "But," said consumer products division chairman Ed Taylor, "I think that's optimistic." The data book will be made available to distributors, dealers and FM stations at cost if they decide to offer it to their customers.

And Taylor, commenting on FM-stereo, said, "The FCC has approved the system; why not go with it?" But at the same time he issued a note of caution in his report at the organization's recent meeting in Chicago: Manufacturers should guard against "rushing on the market with unsatisfactory and untested products which could seriously damage this market before it fairly opens."

**An EIA advertising code** for the consumer electronics industry in the works since last year, has been shelved. The organization's law committee objected to the code—"practically a carbon copy of the AHLMA code"—on questions of policy rather than law. Taylor, who feels his committee should decide policy, will consult the directors.

**Retail sales statistics** will no longer be gathered or published by the consumer products division. Reasons: Too costly (over \$100,000 annually) and no longer as accurate or useful as they once were. The organization will, however, continue distributor to dealer statistics.

**Imports—particularly Japanese**—are a growing source of concern to the industry. EIA President L. Berkeley Davis said the organization would "continue to resist this severe competition . . ." How? The import committee has adopted a comprehensive ad campaign which will bombard both consumers and the industry with information on the effect of imports.



**Only Northern Can Offer You An  
Electric Blanket Profit-Bonus Like This!**

# **1 FREE with 11 PLUS FREE SELF-SERVICE DISPLAY!**

**up to 40% profit!**

**LIMITED OFFER!  
ORDER NOW THROUGH  
YOUR NORTHERN  
DISTRIBUTOR!**

ANOTHER INDUSTRY FIRST—from Northern, world's largest electric blanket manufacturer. For a limited time only, with every order of 11 of either Crestwood or Northern Special electric blankets, you get 1 free. That's right—get 12 for the price of 11—plus free display!

Northern's spectacular "1 free with 11" offer has a king-size profit-bonus built into it . . . *you can make up to 40% profit* on every Northern blanket you sell!

Don't miss out on this big money-making offer. You must act now while quantities, colors and sizes are still available!

**NORTHERN ELECTRIC COMPANY • CHICAGO • WAYNESBORO AND BAY SPRINGS, MISS.**

*WORLD'S OLDEST AND LARGEST MANUFACTURER OF ELECTRIC BLANKETS AND HEATING PADS*

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JUNE 5, 1961



# Cordless Electric Mowers: A Look In The Crystal Ball

At least three mower manufacturers—West Point Lawn Products, Jacobsen and Lober—are pretty sure that battery-powered mowers are the coming thing in the grass grooming business. Others—the majority of mower makers—are not so sure. They're excited by the possibilities, but they're not yet ready to jump into the infant cordless mower business.

Last October at the Hardware Show, West Point displayed a line of three battery-powered mowers—a \$199.95 21-inch reel and two 18-inch rotaries at \$129.95 and \$159.95—and caused quite a stir. In April, the Jacobsen Manufacturing Co. introduced its 18-inch, \$169.95 rotary to the trade. And two weeks ago, M. Lober & Associates took the wraps from its \$129.99, 22-inch cordless rotary in New York.

West Point and Lober are excited about future cordless sales and both are "in the business to stay." West Point already has distribution in hardware and garden supply outlets and is looking forward to a good year. Lober's sales manager, Wally Schwartz, told EM WEEK that his company will soon have distribution in all of the major markets.

Though they're pleased with the

early acceptance of their unit, Jacobsen officials aren't ready to go out on a limb about the future. "We noticed a tremendous interest in battery-powered mowers," one official explained, "so we decided to develop and market a cordless mower. Our present venture is designed as much to test market the product as anything else."

**Easy starting, quiet, no fumes, no smoke, safety, and little or no service costs** are the features expected to excite customers and get them to open their wallets for cordless mowers. An ignition key or pushbutton is all that's needed to start the cordless mowers now on the market. Cordless advocates claim that this kind of starting is not only easier, it's safer because a child can't accidentally start the unit. "And service problems are nil," stresses West Point's Mascaro. "If anything should ever go wrong, any gas station attendant could fix it."

Fuel costs are lower too. There's no gas or oil to buy. All a weekend gardener needs to do when his battery is run down—usually after about 10,000 square feet of rotary mowing and slightly longer with a reel—is attach his recharging unit and plug

it into his wall socket. Between 12 and 48 hours later, his mower is ready to go again.

**But the more skeptical mower makers** don't believe that the cordless future is that rosy—not the immediate future at least. They claim that battery prices are out of line; that batteries are too heavy and cost too much; that the recharge time is too long; and that the batteries aren't strong enough to do a good mowing job.

A spokesman for a large electric mower manufacturer told EM WEEK that his company has been experimenting with battery-powered mowers for several years, but has decided not to market a cordless mower because present batteries can only deliver 1 horsepower which "isn't enough to do a good cutting job." He claimed that the batteries weigh too much (27 pounds) and cost the manufacturer \$16. "Battery cost alone puts the mower cost way out of line for the consumer," he explained.

**The market will grow**, manufacturers agree, when batteries are smaller, more efficient, and cost less. They believe that within two or three years almost everybody in the business will have a cordless mower.

# FANS:

This week the fan retail selling season reaches the mid-way point. EM WEEK polled national buying groups to get some idea how sales across the country have been so far compared with last year's figures. Retailers were also asked what the prospects were for the remainder of the season.

**Fan sales are behind** year-ago figures, buyers agreed almost to a man. Although many were reluctant to say how far sales had slipped, some groups said a number of stores were behind as much as 15%.

The villain in the piece, as always in the fan business, is the weather, which in many areas of the country has been below seasonal averages. In New York, one of the biggest fan markets, the temperature for the first three weeks of May has been 13 degrees below the normal for May.

As one buyer put it: "This is the worst fan season I've seen in years. And it's getting a little worse every year."

Another summed up his stores' activities with: "We haven't had any weather to speak of. You can't sell fans without heat. Even sales at our most aggressive stores have not been promising."

## HOUSEWARES SHOWCASE



### Blender Takes Spotlight In G-E New Product Debut

Four new products have been introduced by the portable appliance department of the General Electric Co.: (lower left) a low-silhouette blender, model BL-1, the first in the line, suggested retail, \$39.95; (upper right) a 2-quart tea kettle, model K-43, in the line again after an absence of two years, \$10.95; (lower right) a toast-r-oven, model T-93, for

toasting, baking and top-side browning, \$34.95; and two low-priced skillets, model C-124, 12-inch size with 3½-quart capacity, \$21.95 and C-114, 11-inch size with 2½-quart capacity, \$19.95. (For complete details see EM WEEK, May 29, pp6,7).

Housewares & Commercial Equipment Division, General Electric, 1285 Boston Ave., Bridgeport, Conn.



### For Salad Connoisseurs: A Quartet Of Condiments

Woodpecker offers its Elite five-piece condiment set, model 23 (shown), which includes free-form ceramic, hand-decorated oil and vinegar cruets with cork-tipped stoppers, a mustard jar with ladle and lid, a salt and pepper combination and a walnut stand and handle. The pepper-salt combination is also of walnut with a metal band separating

the salt shaker from the peppermill. The base of the stand has four circular indentations to hold the condiment pieces. The set weighs 3 pounds, 5 ounces, and is gift packed.

The same set, model 23W, is available in natural cherrywood. Suggested retail price: \$10.

Woodpecker Woodware, 6606 10th Ave., Los Angeles 43.



# Retailers Are Sweating But Not From The Heat

A third stated: "Fan sales have been very bad, and the outlook is grim."

**Retail inventories, are in good shape,** generally, although some groups said a few of their stores still had fans—chiefly promotionals—left over from last year.

Buying offices, said their stores' pre-season fan purchases has been "slim" and limited for the most part to "deals." Most retailers are carrying one or two name brands, which over the past couple of years have become more liberal in their dating and guaranteed-sales programs. Price is still the most important consideration and some stores noted that dealer costs had come down a bit compared with prices of a year ago.

Promotional and private label fans appear to be taking the biggest beating. A number of stores, most of them in the northeastern region, badly burned with promotional and secondary brands last year, are staying away from them this year. Macy's, for example, does not have a private label fan this season.

**What kind of future for fans?** This question is foremost in a fan dealer's mind.

Since 1956, when 6,865,000 fans were sold, the fan market has been declining steadily. Last year 4,672,000 fans were sold.

One buyer, typical of retailer sentiment on the future of the fan business, told EM WEEK: "I can't see a long or lasting future for fans." Most buyers attributed the sales decline to the growth of the air conditioner business. Ten years ago 237,000 air conditioners were sold as against 3,264,000 fans. Last year air conditioner sales reached the million and a half mark, one-quarter of the fan sales for the year.

Retailers' cautious approach to the fan market is best underscored by two changes in retailers' buying habits:

1—Where years ago dealers used to make heavy fan commitments in January and February, today pre-season buying, for the most part, is limited to specials and a small number of basic models.

2—Where years ago retailers accepted full responsibility for any fans left over at the end of the season, today most of the key manufacturers offer some sort of inventory-protection program and carry a good share of the burden of retailer stock carry-over.



## Insulated Walls Keep Liquids Hot Or Cold

Three new Thermi-ware products have been introduced: An ice bucket, model 701, (shown), has double walls and air-space insulation to keep ice. It can also be used as a serving dish for hot foods. Inner section and lid is made of white polyethylene and outside has the look of walnut. Suggested price: \$2.98.

Plastic, insulated cups with walnut grain finish also have double wall construction with air space, which

keeps hot or cold. The company claims these items are unbreakable under normal conditions and dishwasher-safe. Model 624, four-piece set, has a price of \$3.98; model 628, eight-piece set, has a price of \$6.95.

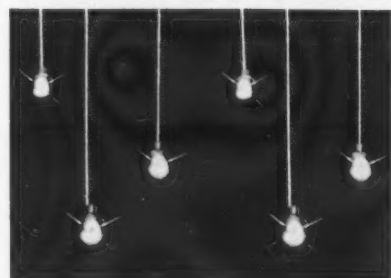
The insulated cups also are available with animal decorations for children: model 614, four-piece set, with suggested retail of \$3.98.

J. P. Gits Molding Corp., Merchandise Mart, Chicago 54.

## Sputnik Kills Flies In Orbit

If you're bothered by flies orbiting around your head, a new insecticide, loaded in a sputnik-like container, may answer your problem. Flies are drawn to an insecticide-soaked wick, from which the sputnik is suspended. Four retail for \$1.89.

Mission Home Products, Inc., P.O. Box 54115, Terminal Annex, Los Angeles 54.



## EM WEEK REPORTS ON

## HOUSEWARES

### A DOUBLE-BARRELED HEATER SPECIAL BY TOAST-

**MASTER** offers dealers two baker's-dozen packages and adds two new heaters to the company's line. The new heaters are K-913, a fan-forced, fully automatic, reflector-convection model with a suggested retail of \$23.95, and R-901, a promotionally priced radiant heater at \$9.95. Special 13 offers dealers one K-913 free with the purchase of any 12 heaters, not including more than three R-901s. Special 8 offers dealers one 9C2 heater (\$14.95) free with the purchase of any seven heaters, not including more than two R-901s. The special deals are scheduled to expire Sept. 30.

### SUPERMARKETS WILL HAVE NON-STICK FRYPANS by

July, according to S. M. W. Buying Syndicate, Inc., a national resident buying office catering to about 80 supers. The pans, imported from Italy, will retail in the supermarkets for \$1.99. They are being imported by National Silver Co., New York.

### VALCO IS PRODUCING A NEW HOUSEWARES LINE that

will include an electric knife, scissors and pencil sharpener; an electric knife and scissors sharpener; an electric pencil sharpener; and an electric hair dryer. The Chicago-based company, headed by Maurice Lipsich, Dormeyer ex-vice president, claims that it will effect special savings to its customers through the development of a special motor which is used to drive all its products.

### TWO OLD WHOLESALERS FADE AWAY. That was the

word from H. W. Voegel, president of 103-year-old Herman Kornahrens, Inc., New York, and S. E. Cram, president of 123-year-old W. Bingham Co., Cleveland. The major reasons for Kornahrens' decision to liquidate its housewares-hardware inventory were "poor profit returns" and New York City's condemnation of its property for an industrial development. Voegel expects the entire inventory to be liquidated within two months. Bingham's decision to quit the wholesale hardware business was prompted by the growing strength of discounters in the area, the spread of trading stamp premiums, trade and consumer catalogs and tax inequities. The company plans to end business operation within "three or four months," Cram announced to EM WEEK.

### APRIL'S VAC SALES WERE OFF 4.8% compared to April

of 1960 according to the regular monthly report of the Vacuum Cleaner Manufacturers Assn. Only 265,032 units were sold this April as opposed to the 278,391 units sold during April 1960. Sales for the first four months lagged behind the first four months of 1960 by the same 4.8%.



## EM WEEK'S TV Box Score Of 1962 Lines

### ADMIRAL

Prices on the new 23-inch black-and-white TV line start with table models at \$189.95 (\$10 drop from last year). Consoles begin \$20 lower at \$229.95. The 23-inch TV-stereo-AM-FM combos begin at \$399.95. Color price range: \$595 to \$845. Major features: Circuitry and cabinetry. Admiral is offering 23,000-volt chassis, picture guard circuit with triple diode compactron, automatic contrast restoration, high-gain three-stage IF amplifier. Push is on for fine furniture "Masterpiece Series" (EM WEEK, May 22, p8)

### RCA

Thirty-one models in the new black-and-white line: List prices for single 17-inch portable, \$149.95; 19-inch portables start at \$169.95; 23-inch tables begin at \$199.95; 23-inch consoles at \$269.95. In color, longest line in company history: 22 models, in two series, starting at \$495.95, going to \$1,500 for home entertainment unit. New B&W features: "Magic-eye" automatic brightness control in 12 models and non-glare bonded tube in 14 models. Non-glare tubes also in color line's Mark Series (EM WEEK, May 29, p8).

### SYLVANIA

Seventeen new TV models, starting at \$179.95 for 19-inch portable to \$699.95 home entertainment center. There's also an open list 19-inch table unit and a carry-over 17-inch portable. Complete line: Single 19-inch portable; three 19-inch tables (first list, \$189.95); a 23-inch table at \$239.95; 10 23-inch consoles starting at \$269.95 and two home entertainment units beginning at \$599.95. Big new feature: Transformer-powered chassis in all 23-inch sets. Silicon rectifier stays in 19-inchers (EM WEEK, May 29, p8).

## New TV Line By G-E: Color Starts At \$595

The first color receivers in six years, a home entertainment center with 100 watts of music power and a \$159.95-\$595 price range on black-and-white sets wrap up the General Electric television line story for 1962.

There are 18 basic models, including color, in the new line and if you count all available furniture styles and cabinet finishes, the total hits 55 sets.

For its standard remote control models, G-E has developed a "Rocker" button control for channel programming from the set. Top of the "Rocker," according to G-E, is used for automatic selection of each channel in sequence either at the set or remotely from a two-button transistor sonic remote. Bottom half of the "Rocker" power tunes to pre-selected channels.

In G-E's Custom Ultra-Vision console with power tuning, remote control is provided by a four-way transistor radio. This provides continuous volume control as well as on-off and channel selection.

In black-and-white, G-E will go with the severe, square look it introduced last year. All but three price-leader models will be equipped with illuminated channel indicators. And there'll be dual speakers in the lineup starting with the M736 console series at \$289. (The Custom Designer series, 19-inch sets, starting at \$209, will also have dual speakers.)

One chassis, a full power transformer job with 20,000 volts of power will be used all through the line. Only exceptions: the Custom Ultra-Vision black-and-white consoles (M780 series), which is G-E's entry in the high-end, high-styled furniture derby, and the color series.

The two basic "Celebrity" 19-inch portables, introduced at last winter's Markets, kick off the line at \$159.95. A 23-inch table model (M720 series) starts at \$199. First entry in the console line—an upright in two finishes—starts at \$239.

Eight color receivers in traditional, contemporary and Early American furniture styles are in the lineup, priced from \$595 to \$775. A console (M940 series) kicks off the line at \$595. Consoles (M950 series) start at \$695 and a lowboy (M960) in three flavors tops the lineup at \$775. All sets are in wood solids.

A 24,000-volt chassis featuring the G-E color balance stabilizer is used in the sets to prevent color hue from changing as picture brightness varies.

The home entertainment center, in three furniture styles, and a 23-inch picture, is expected to retail for \$629 to \$669. The 100-watt music power amplifier will drive six speakers—two 10-inch bass response, two 5x7-inch middle range and two 3½-inch tweeter speakers. The unit also has provisions for additional satellite speakers.

G-E will continue its "Record Saver" feature in the new "center."

Last year, this type of unit accounted for 3.6% of the total industry mix. This year, G-E figures, entertainment centers might capture 3.8% of the mix.



# WORLD'S FAVORITE



*again built into Westinghouse for '61*

"most popular" BSR... now in America's favorite hi-fi, and in the best-selling high fidelity lines around the world!

dependable BSR... lab-tested through over 550,000 consecutive perfect record changing cycles!

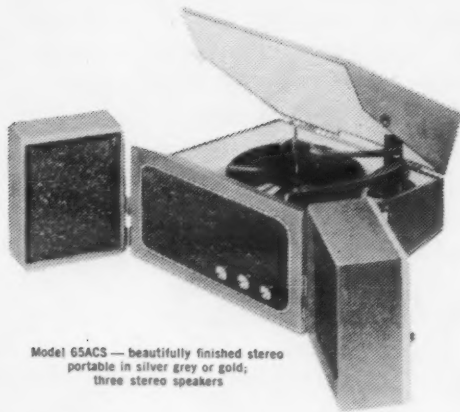
service-saving BSR... jamproof... beautifully simple... trouble-free... engineered for most quality without complexity!

demonstrable BSR... plays all record sizes intermixed, with true high fidelity reproduction... plays 4 speeds, stereophonic and monophonic, automatically or manually!

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Model 65ACS — beautifully finished stereo portable in silver grey or gold, three stereo speakers

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for a luxurious  
7-day holiday  
in Hawaii or Madrid  
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worth over \$1,000!  
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Come in for simple details!

MARK OF QUALITY  THROUGHOUT THE WORLD

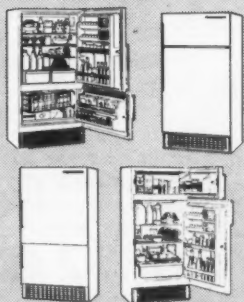
# ADMIRAL

## NATIONAL DEALER

### SHOW *BEGINS WEEK*

### OF JUNE 4

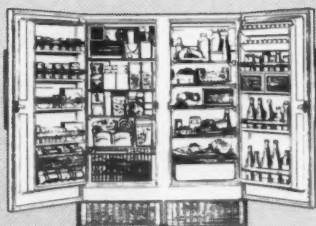
SEE  
THESE  
EXCITING  
NEW  
ADMIRAL  
PRODUCTS



**SEE**

Four Dealer Show "Specials"

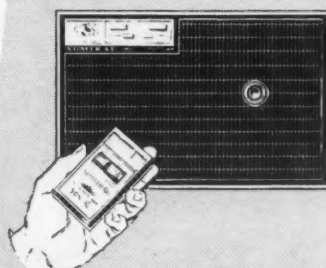
Sensational new Dual Temps timed right for the big summer selling season! Packed with all most-wanted features! Red-hot prices!



**SEE**

The Fabulous Admiral Duplex

The top-quality refrigerator-freezer with everything! More than 20 cu. ft. of fresh and frozen food capacity! No defrosting ever!



**SEE**

Remote Control Air Conditioners

Another Admiral "Exclusive!" Wireless Super Son-R® turns the air conditioner on and off, selects temperature and fan speeds!

PLUS America's outstanding quality-value line of Refrigerators, Freezers, Ranges, Dishwashers and Dehumidifiers!



## YOUR personal BUSINESS

Planning to drive a car on your European vacation? You're probably wondering which is cheaper: (1) Renting or (2) buying and then reselling. The American Automobile Assn. has a rule of thumb for you: For a stay of less than two months, it's cheaper to rent; for a longer stay, it's cheaper to buy and resell.



Has your car had a spring checkup? If your answer is "no," you could be leaving yourself wide open for a host of hot-weather car failures. With a hard winter behind us and tough summer driving ahead, it only makes sense to be sure that your automobile is in good shape.

Here's a check list on points to cover when you're readying your car for hot-weather driving. It was compiled by automotive experts and published in Union Carbide's "New and Trends."

● **Brakes:** Check linings, drums, wheel cylinders, hydraulic lines and adjustment; fill master cylinder with a reliable, heavy-duty brake fluid; check parking brake cable and spring; check powerbrake pressure system.

● **Steering:** Inspect and align front suspension and steering gear; balance wheels; repack front wheel bearings; check power steering pump reservoir and gear box lubricant.

● **Engine:** Check distributor points and timing; clean and adjust spark plugs; check automatic choke and adjust carburetor idle jets.

● **Cooling system:** This is the most often neglected and misunderstood part of the modern automobile. It includes radiator, water pump, hoses and connections and a labyrinth of passages through the engine block. And it will overheat if sludge and rust are allowed to collect. Result: Loss of engine power, excessive engine wear, motor-oil varnish, vapor lock and possibly failure of automatic transmission.

The corrosion inhibitors in all-winter anti-freezes may be essentially depleted and ineffective by the end of winter. But you can't tell for sure by merely looking. And, often, adding new inhibitors to old anti-freezes has no effect.

Recommended spring maintenance for your cooling system: Drain and discard winter-worn anti-freeze; remove foreign material from the radiator; flush cooling system, using chemical flush if there are signs of rust; refill radiator with fresh water (the best hot-weather coolant available) and a good corrosion inhibitor; check for leaks; check condition of fan belt, water pump, radiator pressure cap, hoses and hose connections and thermostat.

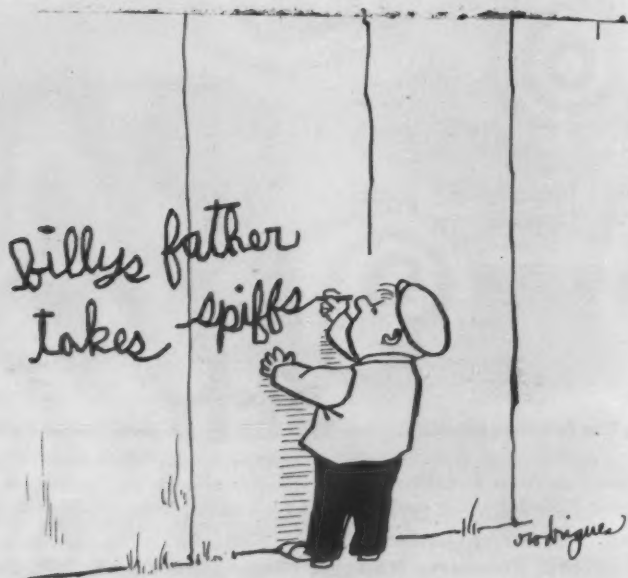
● **Tires:** Check for uneven or excessive wear, bruises, bulges and cuts. Keep at proper inflation. Don't let spare tire go soft.

● **Lights:** Check operation and adjustment of headlights, tail lights, signal lights, high-low headlight switch.

● **Battery:** Check for water level in all cells; charge cell; clean battery cable connections for proper operation of generator and voltage regulator.

● **Lubrication:** Check all lubrication points, including transmission, differential, universal joint, steering, wheel bearings. Change to summer-grade motor oil.

● **Miscellaneous:** Check muffler and tail pipe for leaks; lubricate locks and key switches; check horn; replace windshield wipers if the rubber is hardening.



## A DEALER SALESMAN SAYS



### You'll Need The Nose Of A Bird Dog

I just received some quite convincing proof that the retail salesman develops a nose for a prospect as sensitive as the schnozzola on a bird dog. The other day my boss sends me out to shop a big chain which has been giving us a hard time pricewise with their ads. Since I am known in the neighborhood, I dare not go into the local branch of this outfit. Therefore, I drive to one of their stores a couple of miles distant and blithely enter. The ad is pulling and their store is busy; even so I see a couple of salesmen standing by waiting for the next call.

But nobody approaches me. Finally a salesman reluctantly detaches himself from the group and comes over. He listens to me with disinterest as I ask the price on a washer, then leaves me with a mutter as the store fills with customers. From then on, nobody else will wait on me. Yet it is not possible that any of these boys knows me. These salesmen are smart, I realize. They have been around long enough to know that I just don't look like a good prospect when the store is jammed. I am wearing a suit, a snappy tie, and my shoes are polished. There must be "waste of time" written all over me. But I have to get that price info.

So I rush home, change into windbreaker, greasy work pants, wornout shoes, and I rumple my hair for further effect. When I return to that store again, it is jumping with customers but this time I am nearly knocked off my feet by the rush of salesmen to get at me. Since I am now the epitome of unsophistication, every man on the floor has marked me as a juicy prospect and, needless to say, now I get all the dope I need.

When the store is crowded, the salesman sorts the buyers from the shoppers in two ways. First is by the way the customer looks at you. If you are psychic this is an advantage in qualifying a customer before he even utters a word. Here is a useful rule of thumb guide in quickly picking a prospect off an overcrowded floor:

1—A guy in a chauffeurs' cap is a better prospect than a gent with a homburg.

2—Similarly when the place is jammed, a grease monkey with a lunch pail gets preference over an engineer with an attache case.

3—However, an engineer with an attache case gets the nod over a grease monkey with a pad and pencil.

4—A young gal pushing a baby carriage towards a washer gets my attention before a matron tugging a poodle to a refrigerator.

5—A starry-eyed couple with rice in the hair heading for the stereo combinations attracts me more than four gimlet-eyed males with silver in their hair sauntering knowingly amidst the portable TVs.

Once you have picked your choice off the crowded floor by a glance, the next step is to qualify the prospect by direct interrogation, lest you spend 15 minutes with her before she announces that she is a tenant and her landlord is planning to buy her a range and she is just looking the field over. So before you get started, inquire, "Is this range for you?" or "How soon do you need it?" The latter query unmasks many people who are very pleasant and who are looking for the two-door refrigerator which they plan to buy for the house they plan to build a year after they get married which they plan to do in about two years—which is all very nice except that it will put no money in your pocket if you happen to get tied up with them for a half hour on a sale day.

**ABOUT THE AUTHOR**—For reasons which will become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.



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## NEED THE SBA?

**SMALL BUSINESS ADMINISTRATION** is designed to help smaller businesses over tricky financial hurdles. What this federal agency is, how it operates and what it can do for you will be explored in the June 12 issue of **EM WEEK**. Don't miss it.

JUNE 5, 1961

## MARKET REPORTS

CONTINUED FROM PAGE 3

tomer service people to demonstrate their top selling lines and items. Customer mailing lists and ads ensure "fair" turnouts.

Motorola distributor Arthur Kronenberg said, "I'm not unhappy but then, I've been away for a couple of weeks. Frankly, retail is pretty stagnant right now. But April and May usually are pretty bad. This year has been no exception to the rule. It has been a whole lot worse. New lines are only six weeks away and it's even hard to drum up enthusiasm now. We've had very good response to the introduction of our new portable radios, and compact TV sales are reported good for May.

It's my belief that dealers have worked themselves into a pretty fair inventory position for the introduction of new lines, and I'm looking for a good fall."

### WEST COAST . . . PORTLAND, ORE.

—Appliance-TV dealers here were looking on the bright side again. The turn was slower than usual in coming, but when lumber and plywood mills began hitting their normal pace again, buyers came out of hiding.

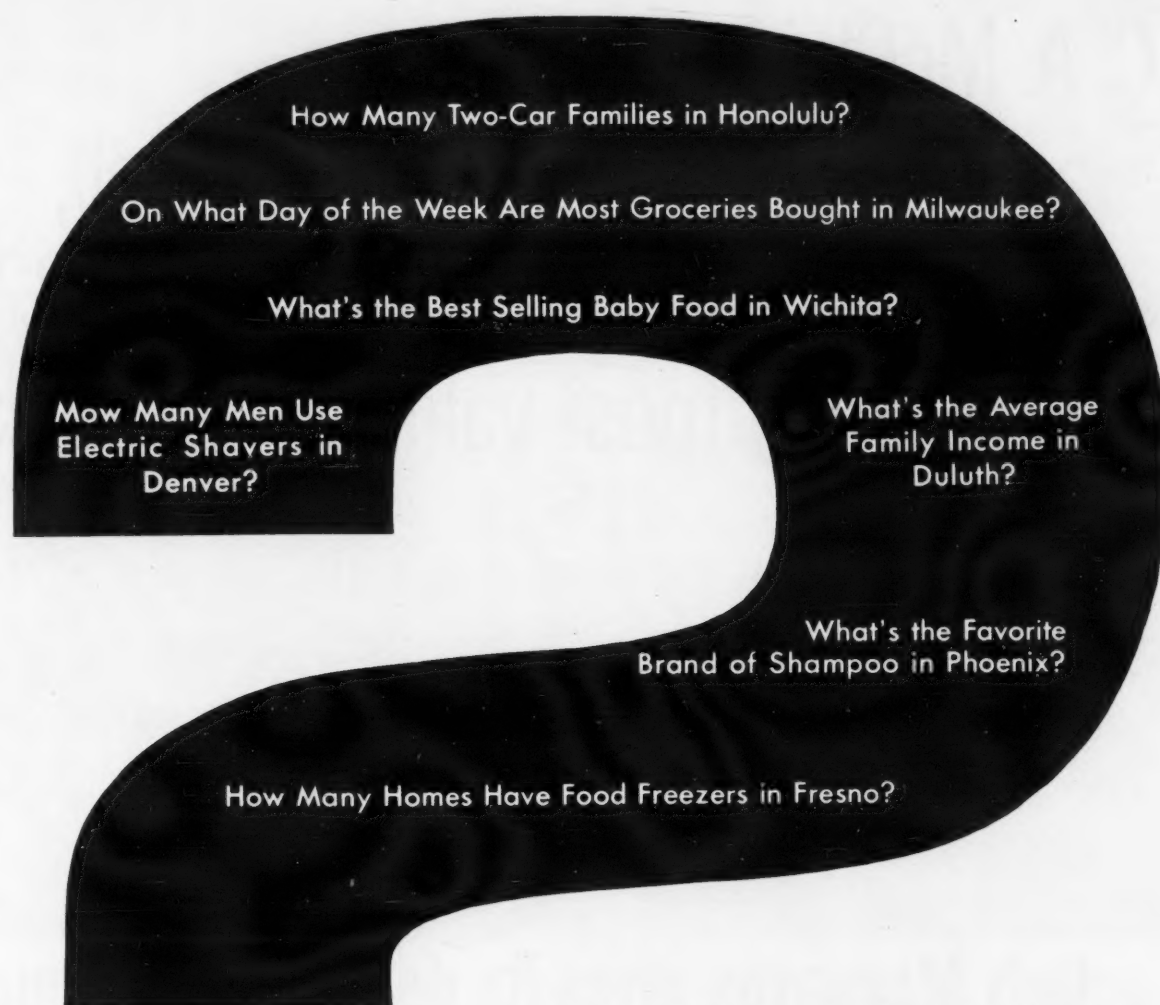
Kent Price at Harold Kelley's suburban Beaverton store reported sales picked up a great deal, with emphasis on top-of-the-line refrigerators and Frigidaire Flare ranges. In a predominantly new home area, the store has moved many colored appliances.

Trying out a line of stereo records

as a traffic generator, Price has been more than pleased. Stereo has been a real bright spot for Kelley's suburban operation.

George Smith at Smith's Home Furnishings also was on the move, adding a second floor for supplemental sales space and warehousing. The \$45,000 project is Smith's second expansion in three years. It will bring the store to a total of 27,000 square feet.

A. G. Lampus of Lampus Co. said he was ready to unleash promotions in June and July that "will set the town on end." Volume was running neck and neck with last year, he said, "but we're out for gains." Dishwashers have shown a heavy volume in his two stores lately. TV, including color, also has been good. He expected color TV to be a lot better by fall.



You get **ALL** the answers in the **1961 Consolidated Consumer Analysis . . .** an up-to-date survey to help you sell in 19 important markets



Here's *profitable* reading! The 16th annual edition of the Consolidated Consumer Analysis pinpoints the current buying habits of Mr. and Mrs. Consumer in 19 strategic markets.

The Analysis covers more than 100 basic product classifications . . . gives a market-by-market rundown of product use and brand positions. Comparative standings of top brands are shown for all the markets. And you'll also find the Analysis crammed with statistics on population, households, income, retail sales and newspaper circulation in each of the 19 rich markets.

You can obtain your copy of the 1961 Consolidated Consumer Analysis from any of the newspapers listed below . . . or from their national representatives.

### Consumer Analysis Newspapers

The Columbus Dispatch-Citizen Journal  
Denver Post  
Duluth Herald and News-Tribune  
The Fresno Bee  
Honolulu Star-Bulletin  
The Indianapolis Star and News  
Long Beach Independent and Press Telegram

The Milwaukee Journal  
The Modesto Bee  
The Omaha World-Herald  
Oregon Journal (Portland)  
Phoenix Republic and Gazette  
Providence Journal-Bulletin

The Sacramento Bee  
St. Paul Dispatch and Pioneer Press  
The Salt Lake Tribune and Deseret News  
The San Jose Mercury and News  
The Seattle Times  
Wichita Eagle and Beacon



# "Magnavox brings me other television-stereo

C. A. McClain tells us:

"Magnavox gives me more to sell, and more reason to sell it! For 22 years, it's been my most valuable franchise."

"We don't have a discount or 'deal'," writes Mr. McClain. "We sell at full markup and we sell in volume, because the price is maintained by *all* Magnavox Dealers. I can't say the same for any other make." The payoff? Top Magnavox Dealers ring up \$100,000 to \$2,000,000 in *list price* sales annually!

## Only Magnavox gives its dealers these amazing exclusives!



**WORLD'S MOST AUTOMATIC TELEVISION**—Exclusive "Magnalux" electronic eye adjusts set for brightness and contrast *automatically*. This new Magnavox innovation makes it unnecessary and old-fashioned to manually adjust contrast and brightness controls. Sensitive electronic circuits continuously and automatically measure room-light intensity and maintain the balance between brightness and contrast. Fine station tuning is also *automatic*. At the set or from an easy chair, all you do is select the channel for the biggest and clearest pictures you've ever seen.



**NEW GOLD SEAL ONE-YEAR WARRANTY ON PARTS, TUBES AND SERVICE!** Only Magnavox Dealers can make an offer like this! Magnavox Gold Seal Television sets and Stereo Theatres are so flawlessly engineered, they give today's most trouble-free service. It's another powerful selling exclusive from Magnavox!



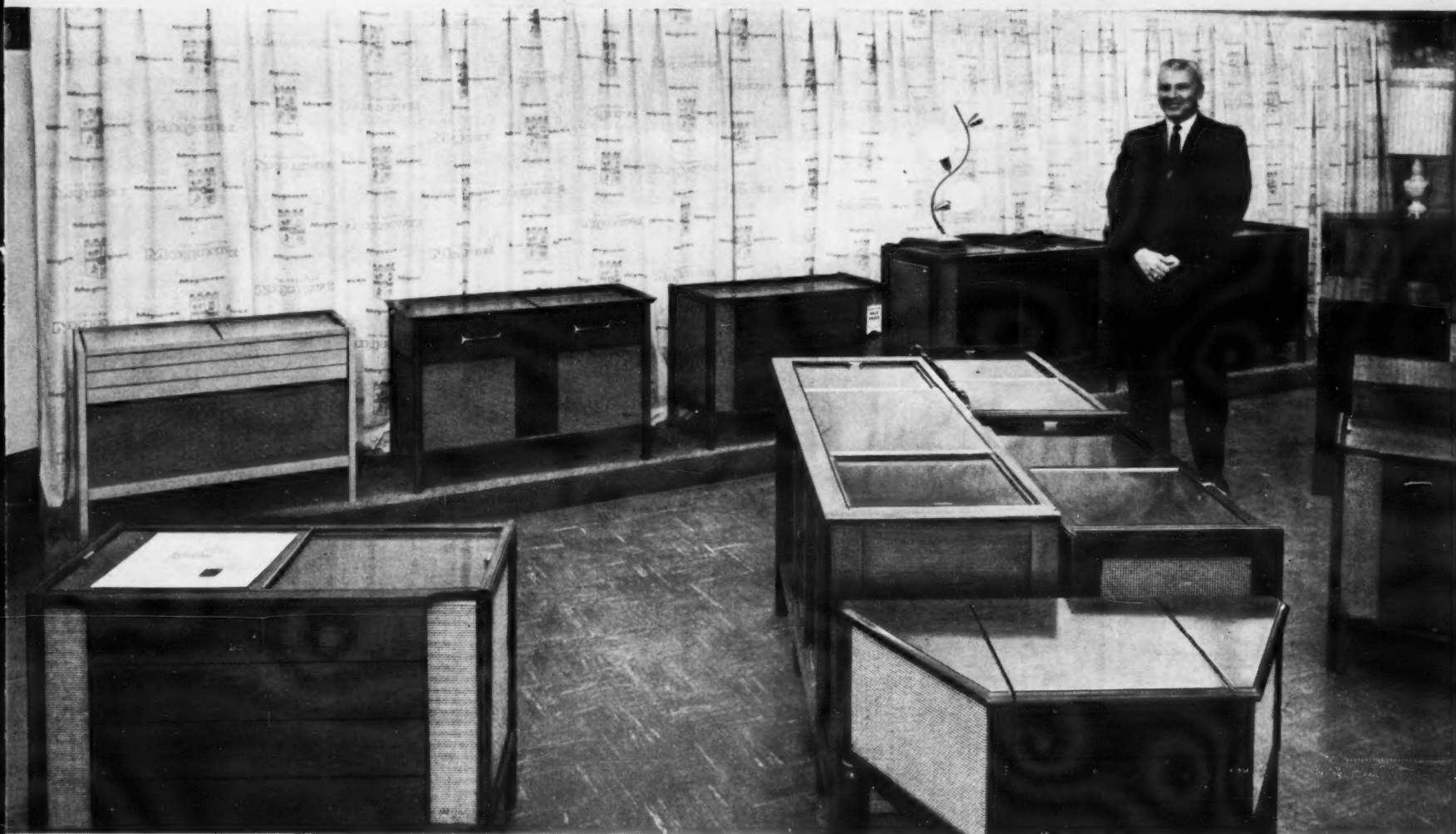
**MAGNAVOX MICROMATIC RECORD PLAYER ELIMINATES RECORD AND STYLUS WEAR!** Used even in Magnavox portables, its amazing 1/10-oz. stylus pressure permits records to be played over 1,000 times without discernible wear. And, because the diamond stylus shows no wear, Magnavox guarantees it for 10 years!\* Turntable speed always gives perfect pitch ... is certified by Magnavox to be within  $\pm 1\%$  of absolute.

\*Will be exchanged free if excessive wear is evident within 10 years.



# more profit than any make!"

... C. A. McClain, Manager, Dunham's Music House, Asheville, N. C.



**7** reasons why  
Magnavox is  
the industry's  
most profitable  
franchise on any  
basis of comparison:

1. Magnavox limits the number of dealers in each market.
2. The top Magnavox Dealers range from \$100,000 to \$2,000,000 at full list and full profit.
3. Magnavox provides margins up to 20% higher than competition.
4. Magnavox guards your margins against discounters—no vicious price cutting.
5. Magnavox list prices—actual selling prices—are from 20% to 50% lower than comparable models in other brands.
6. Magnavox is the prestige line that sells in volume.
7. Product superiority, demonstrable performance, style selection and value make Magnavox outsell all other brands in franchised stores.

*There are still a few Magnavox franchises available in some markets for qualified dealers.*

the magnificent  
**Magnavox**  
WORLD LEADER IN STEREOPHONIC HIGH FIDELITY AND QUALITY TELEVISION

*The Magnavox Company, precision electronic equipment for industry and defense, Fort Wayne, Indiana*



# Chicago Market: Here's How It Breaks Down . . .

Who are Chicago's best appliance prospects?

To answer that puzzler, the "Chicago Tribune" studied purchase patterns in nearly 3,000 Windy City households.

**Here are the results of the survey:** Taking the big picture first, Chicago dealers sell more appliances to families which:

- Are headed by adults between 35 and 54 years of age.
- Earn at least \$8,000 a year.
- Are headed by a college-educated adult.

Suburban families buy more dishwashers, clothes dryers and vacuum cleaners than their city cousins, but fewer radios, clothes washers, TV sets, refrigerators, freezers, ranges and air conditioners.

**Pinpointing characteristics which distinguish buyers and non-buyers,** the "Tribune" broke down its survey results this way:

**Households headed by middle-aged adults**—those in the 35-54 age group—represented less than half the households in Chicago but accounted for 68.2% of dishwasher sales; 61.1% of air conditioners; 58.8% of radios; 55% of ranges, freezers and vacuum cleaners; 53% of refrigerators and laundry; 48.2% of TV.

**Households with annual incomes of \$8,000 or more**—29.9% of the total—bought 68.4% of the dishwashers, 52.5% of the air conditioners and between 36% and 45% of all other major appliances.

**Households headed by college-educated persons**—23.2% of the total—bought 59.1% of the dishwashers; 42.7% of the room air conditioners and between 27% and 36% of all other majors.

**Suburban families**—just 40% of the

total metropolitan Chicago market—bought 77.3% of the dishwashers; 55.3% of the clothes dryers and 50.6% of the vacuum cleaners.

**City families** reported 61.2% of radio purchases; 56.5% of the TV sets; 51% of the clothes washers; 56.2% of the refrigerators; 56% of the air conditioners; 52% of the ranges and 50.8% of the food freezers.

**Younger families**—those headed by adults in the 18-35 age group—do some substantial buying, but only in certain areas. They comprise 22.5% of the market; buy 33.5% of the TV sets; 33.7% of the refrigerators and 33.9% of the washers. But they buy just 18.2% of the dishwashers and 20% of the air conditioners.

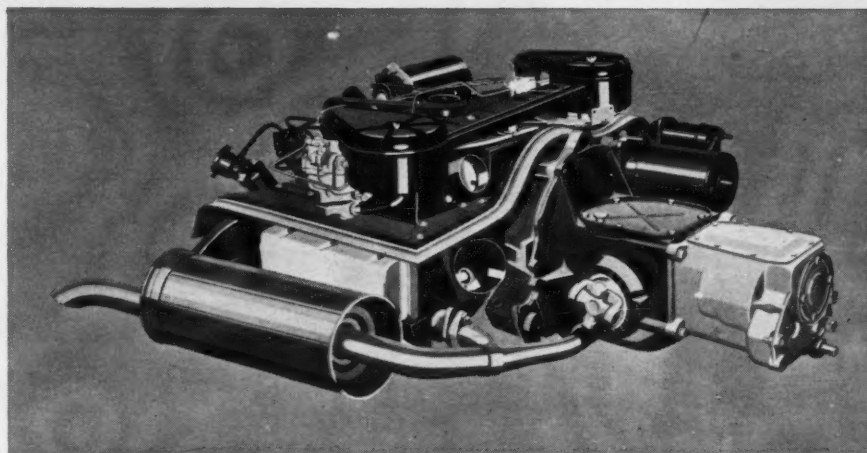
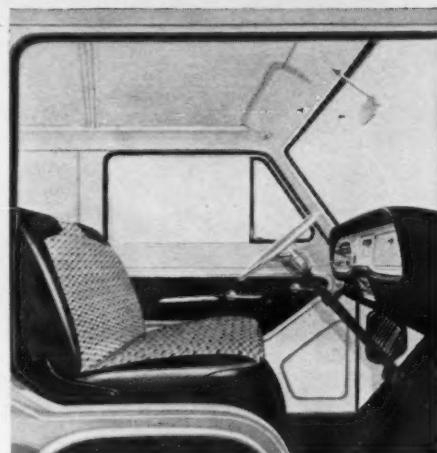
**Older families**—those headed by adults

over 55 years of age (28% of the market)—fall far behind the other age categories. They buy between 11% and 19% of the major appliances.

**Education** is also a big factor in determining exactly what Windy City customers will or won't buy, according to the "Chicago Tribune" study.

As noted above, households headed by college-educated persons bought 59.1% of the dishwashers, 42.7% of the air conditioners and between 36% and 45% of all other major appliances.

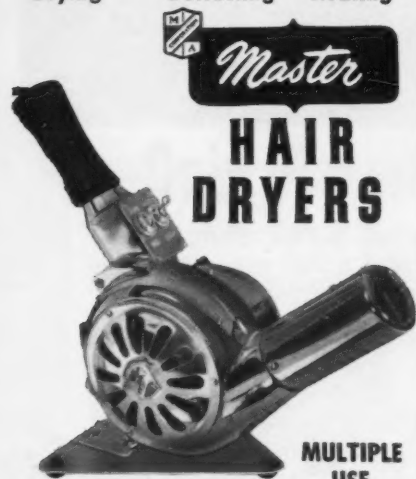
And households headed by persons who attended high school but not college were better-than-average buyers of radios, TV, ranges, refrigerators and freezers, but were average or below average in purchases of other appliances.



## World's Most Versatile Dryer



Drying Defrosting Heating



Quick, surging heat for any purpose. Built to last for years\*. Dealers, distributors fully protected by Master sales policy. Excellent profit arrangement.

A QUALITY PRODUCT OF  
**MASTER**

**APPLIANCE CORPORATION**  
Racine, Wisconsin

\*Unsolicited testimonials report Master Hair Dryers in regular use for 20 years and more.



## PEOPLE ..... IN THE NEWS



R. H. Kelly  
of Easy

**Modine Manufacturing Co.**—W. O. Ware was appointed assistant sales manager of the heating and air conditioning division of Modine Manufacturing Co. Before joining Modine, Ware was sales manager for the Vacuum Gas Burner Co., Olean, N. Y.

**Zenith Sales Corp.**—Stanley D. Bartleman has become a service engineer with the company's service engineering department. He was formerly a member of Zenith's sales training department. John R. Fortino, formerly field sales training manager, has been appointed a district sales representative.

**Shure Brothers, Inc.**—Leonard H. Serwat has taken over the responsibility of personnel director for the company. Serwat had previously held the position of personnel manager at Motorola, Inc.

**Waste King Corp.**—Allan A. Barnhart has been named vice president-sales, Cribben and Sexton Co., and national sales manager for Universal by Waste King Universal free-standing ranges. Cribben

and Sexton is a subsidiary of Waste King Corp. Before assuming his new post, Barnhart had been product manager, domestic cooking equipment. In his new position, Barnhart will have three regional sales managers reporting to him. James J. Marcus takes over responsibility for the west and southwest region, William M. O'Connell for the eastern region, and John G. Schellenberg for the central region. In addition to his new functions, Schellenberg will continue to act as general manager for all Waste King Universal products in the greater Chicago area.

**Easy Laundry Appliances**—Richard H. Kelly has been appointed director of sales of the Easy Laundry Appliances division of The Murray Corp. of America. Mr. Kelly will continue

to be responsible for all domestic sales for the division and, in addition will direct the activities of the marketing and export departments. He had earlier been general sales manager of the Easy Laundry Appliances division.

**Dura Corp.**—Paul F. Stapula has taken over the post of general credit manager of the company's newly formed general credit department. He had been affiliated with the Detroit Bank and Trust Co.

**Norris-Thermador Corp.**—A. S. Lombardi has been named Midwest district sales manager for the Thermador division. His headquarters will be in Chicago.

**Seeburg Corp.**—Leonard Gross has been appointed vice president and general manager in charge of the company's vending division. Gross was with Philco as general manager of the radio and high fidelity division.

**Jefferson Electric Co.**—Joseph J. Archibald Jr. assumes additional duties with his appointment as advertising and sales promotion manager for the clock manufacturer. He retains in addition his position as sales manager of the consumer products division.

## ..... DISTRIBUTOR APPOINTMENTS .....

**MAJOR INDUSTRIES, INC.**—Wall Products Co., Washington, D. C. for the Washington metropolitan area.

**AMPEREX ELECTRONIC**—R. W. Farris Co., Inc., Kansas City and St. Louis, Mo.

**GARLOCK ELECTRONICS**—DeMambro Radio Supply Co., Inc., Boston.

**ENGLEHARD HANOVIA**—For the lamp division: Latimer & Ziegler Associates, Detroit.

**CARRIER**—For the Kansas-Missouri area: General Heating & Cooling Co., Kansas City, Mo.; for the Indianapolis area: Hausman Steel Co., Toledo.

**WHIRLPOOL**—Huish Distributing Co., Salt Lake City.

**MOTOROLA**—Universal Products Co., Norfolk, for 12 counties in Virginia and 13 counties in North Carolina.

SAVE AS YOU GO WITH CHEVY'S NEW REAR-ENGINE TRUCKS

# THERE'S A DOLLAR-SAVING DIFFERENCE IN CORVAIR 95!

We mean there's a whopping difference—the kind that puts a truck in a class by itself. You can see it, too, especially if you know where to look. In Corvaire 95 design details, for instance—the things that tell you a truck is built with care throughout, crafted in a quality way that means more miles before trade-in and less expense along the route. We mean it's the kind of difference that will pay off in dollars every day on your job!

Power team and driver compartment—evidence of extra efficiency. Tucked neatly between the rear wheels is the most practical truck-design idea in years—the Corvaire 95 *Unipack* power team. Engine, transmission and rear axle are combined in one compact, durable unit. Power is delivered to the rear wheels by the shortest, most efficient route. This unitized power train design (including an engine that measures only 17" high) takes up less space—allows for more cargo area in the truck's interior. The engine itself is something new in save-as-you-go power: a tough aluminum air-cooled 6 that moves your loads briskly on a minimum of gas. Up front, the big difference in Corvaire 95 design is apparent in a driver compartment that gives you bird's-eye visibility (no hood to limit vision), plenty of leg room, and a comfortable foam cushioned seat—full-width seat is optional at extra cost.

Corvan's stay-together build goes unchallenged in this field.

Unitized body construction means maximum strength with minimum weight—for bigger cargoes.

Super-rigid frame-floor assembly outperforms combination of separate frame and body floor. Eliminates a major part of a separate frame's weight.

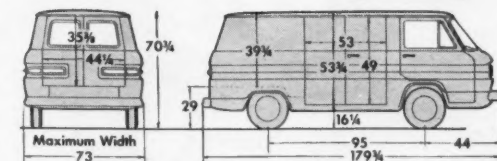
All-steel double-walled side panels and doors strengthen the body structure. Extra toughness is engineered into a body that gives more room inside.

Friction-free coil springs at all four wheels assure top load-carrying capacity and smooth ride.

Side-loading platform is only 16 1/4" off the ground—loading's never been easier, yet there's plenty of clearance below for maneuvering over rough spots.

Big cargoes are easy to load through wide side doors. Doors open so wide that you can load a 4' x 4' crate with ease! Right-side doors standard, left-side doors optional, extra cost.

Engine access door speeds up servicing—gives fast access to oil filler, distributor, coil, generator and oil filter.



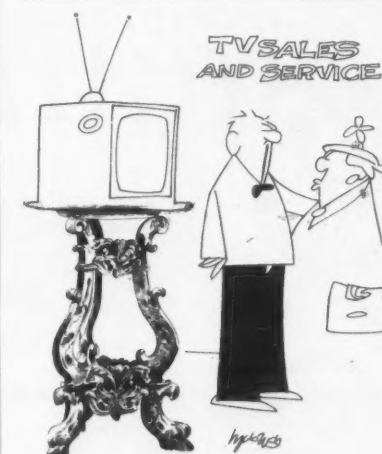
Dimensions point up new utility. Note short wheelbase, low side and rear loading heights.

There are literally scores of reasons why no other truck of this type can do so much to put you dollars ahead. There's a cargo area that's 10 feet long . . . with balanced weight distribution that enables a Corvan to carry up to 1,700 lbs. of payload with a 4,600-lb. GVW. There's a short 95-inch wheelbase for nimble maneuvering; deep-biting traction with engine weight in the rear; handsome styling that's good for business.

That's Corvaire 95's special brand of efficiency, ready to give you bigger profit hauling in the years ahead. See for yourself at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

## 1961 CHEVROLET STURDI-BILT TRUCKS

CHEVROLET



"Tell you what, I'll throw in the stand free of charge."



**What do women  
really want in an  
automatic dryer?**





**they want**

- 1. CONTROLLED "NATURAL" DRYING**—with exclusive Twin Air Streams that combine sun-like heat and fresh, clean "breeze," to dry clothes soft and fluffy.



**they want**

- 2. GENTLE TUMBLING**—within satin-smooth, snag-free drum. Protects and pampers the sheerest, most delicate garments.

**they want**

- 3. "HUSHED" DRYING**—so quiet, it's hard to realize it's running. There is no rattle, no grind, no loud hum.

**they want**

- 4. SERVICE-FREE DEPENDABILITY.** More than a million satisfied owners have made Hamilton America's "most wanted" automatic dryer.

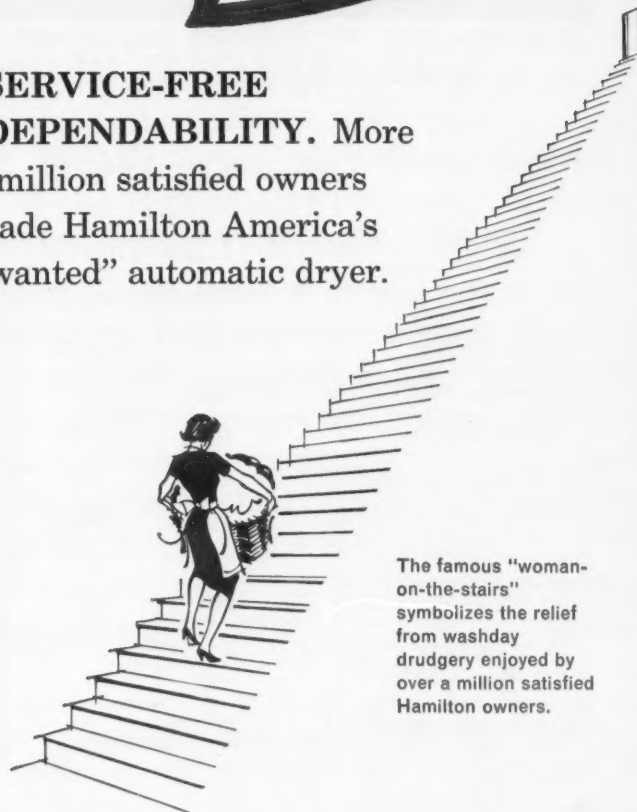
*more than ever before*

*you'll move up with*

***Hamilton***

**in '61**

Hamilton Manufacturing Company, Two Rivers, Wisconsin

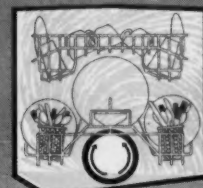


The famous "woman-on-the-stairs" symbolizes the relief from washday drudgery enjoyed by over a million satisfied Hamilton owners.

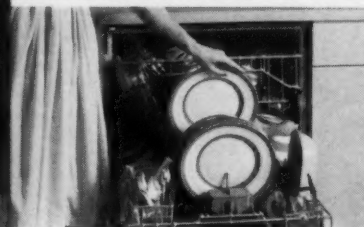


# QUIET!

## NEW TAPPAN DISHWASHER AT WORK



**Dual Drench Washing Action**—Exclusive Tappan roll impeller drenches dishes with torrents of water for the most effective cleaning and rinsing. Automatic reversing action covers dishes with water from both directions insuring a thorough wash.



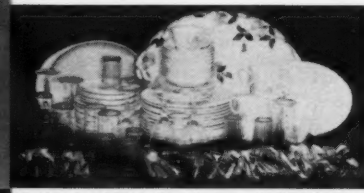
**Casual Loading**—The Tappan dishwasher can be loaded from top, front, left or right. Plenty of room for a whole day's dishes\* plus pots, pans and serving plates.  
\*12 place settings.



**Con conversationally Quiet**—No propellers, no noisy motors. No grind, grunt or squeal. New principle called "Dual Drench" washing action simply rolls water over dishes in two-way washing and drying action.



**Select-A-Dial**—New control lets homemakers choose from six washing cycles plus plate warmer.



**Posi-Dry**—Exclusive Tappan drying feature guarantees completely dry dishes. Impeller forces hot, clean air over dishes to assure quick, spotless drying.

Big capacity, quickly installed, all service from the front

## New **TAPPAN** Dishwasher

### COMPARE TAPPAN FOR MORE CONVENIENCE FEATURES

FEATURES	TAPPAN	Competition	FEATURES	TAPPAN	Competition
Casual Loading	Yes	Some	Two Silverware Baskets	Yes	Some
Removable Rack Tracks	Yes	No	Vinyl Coated Tub & Rack	Yes	Some
Flexible Capacity	Yes	Some	Thermo Control Drying	Yes	No
Safety Set Timer (Spin Free)	Yes	No	Seven Separate Cycles	Yes	No
Positive Corner Latching	Yes	Some	Plate Warmer Cycle	Yes	Some
Rinse Clear Injector	Yes	Some	Service from Front	Yes	Some
Two Pre-Washes	Yes	Some	Conversation Quiet	Yes	No
Six Mix or Match Colors	Yes	Some	Panel Light	Yes	No
Roll Impeller	Yes	No	Thermo Control Wash	Yes	Some
Two-Direction Washing & Rinsing Action	Yes	No			

The Tappan Company  
Dept. EMW 6-5-1, Mansfield, Ohio

Please supply me with complete specification, installation and model information on Tappan:

- ☐ Built-in dishwashers
- ☐ New gas ranges
- ☐ New electric ranges
- ☐ Electronic ranges
- ☐ The 'Fabulous 400' gas and electric

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_

State \_\_\_\_\_



**EM WEEK**

**1961**

# **SPECIFICATIONS**

## **DISH WASHERS**

## **DISPOSERS**

Here's the fifth in EM WEEK's exclusive series of spec sheet sales tools—a series designed to help you move merchandise that cries out for the maximum in "hard sell."

In weeks past, you've seen complete specifications on power mowers, refrigerator-freezer combinations, standard and compact refrigerators, standard freezers and air conditioners (including a special how-to-sell booklet). In the weeks to come, you can expect more of the same on as-yet-uncovered product lines on your floor.

On the following pages, you'll find complete specifications on 1961 lines of 17 different automatic dishwasher lines, 17 automatic food waste disposer lines. Every type of dishwasher is included: Portables, built-in undercounters, free-standing, combination dishwasher-sinks. And the two main types of disposers are covered: Continuous feed and cover controlled.

For invaluable, all-in-one-place product information, clip out and keep the spec sheets.

And for some specific selling ammunition on these low-saturation products . . . . .

**Turn to page 34**

**Specifications start on next page**



# AN EM WEEK EXCLUSIVE: Specifications For 1961 Dishwashers

MODELS		TYPE			NO. CYCLES AVAILABLE	TOTAL CYCLE TIME (minutes)	NO. WASHES	NO. SPRAYS & RINSES	DRYING TIME (minutes)	CAPACITY		INDICATOR LIGHT	DETERGENT APPLICATION
REQUIRES PLUMBING	PORTABLES	OPENING	LOADING	WASHING ACTION						(SERVICE FOR 8-10* OR NO. OF PIECES)	TOTAL WATER CONSUMED		
ADMIRAL - Admiral Corp., 3800 W. Cortland St., Chicago, Ill.													
	DP902	Top	Top	2 blade Impeller	1	36	1	4	16-1/2	9*	6.75 gals.	No	Yes
	DP124	Top	Top	2 blade Impeller	2	49	2	4	16	12	10.5 gals.	Yes	Twin Disp. Yes
DU126		Front	Front	2 blade Impeller	2	49	2	4	16	12	10.5 gals.	Yes	Twin Disp. Yes
CHAMBERS - Chambers Built-Ins, Inc., 2012 N. Harlem Ave., Chicago, 35, Ill.													
2		Side	Side		Normal/Heavy	36/49	1/2	2/4	17/49	12	7 gal/0.5 gal.		Automatic
(1) OPTIONAL - EXTRA													
FRIGIDAIRE - Frigidaire Div., GMC, Dayton, Ohio													
DW-IUB		Front	Front	Turbo Spray Tube	Normal Wash Utility Wash Rinse & Dry	42-3/4	2	2	12-3/4	12+	12.6		Automatic
DW-DUB							1	3					Manual
DW-IFB							2	2					Automatic
DW-DMB							1	3					Manual
DW-DTB		Top	Top	Impeller	Double Wash Single Wash Pre Wash Pre Rinse Rinse & Dry	49	2	4	17	12	10.5	Yes	Automatic Dual Disp.
DW-STB					Wash Rinse & Dry	36	1	2	16-1/2	9	6.75		Manual
GAFFERS & SATTLER - 8111 W. Beverly Blvd., Los Angeles 48, Calif.													
#100 Custom		Front	Front	Agitator		49	2	4	16	12	10.5 gal.	No	Mechanical
GENERAL ELECTRIC - General Electric Co., Appliance Park, Louisville, Ky.													
SP32V		Top	Top	Impeller	1	38	1	3	16	12	8.8	No	Fixed Cup
SP50V					Daily Dishes; Pots & Pans; China-Crystal	38 38(1) 38(1)	2 1 1	4 3 3	16 (5-Heated) (11-Cool)	12	9.1 7.25 7.25	No	Automatic Dispenser
SP60V								4 3 3		13			
SU60V		Front			1	38	1	3	16	12			Fixed Cup
SU66V					1	38	2	4	16	12	9.1		Automatic Dispenser
SU70V					China-Crystal; Pots & Pans; Normal Soil; Heavy Soil	38(1) 38(1) 38 38	1 1 2 2	3 3 4 4	(5-Heated) (11-Cool) 16 16	13	7.0 8.5 10.5 12.7		
(1) OVERALL CYCLE TIME CAN BE REDUCED BY MANUALLY ADVANCING THE DIAL.													
HOTPOINT - Hotpoint Co., 5600 W. Taylor St., Chicago 44, Ill.													
DA25-B		Front	Front	Impeller	1	1 hr.	2	4	30	10	10 gal.	No	Electric trip Dual cup
DA45-B				Rotor Spinner	1	1 hr.	2	4	30	12	11 gal.		
DA65-B					Rinse only; Pots & Pans; Wash only; Wash & Dry	7 min. 25 min. 30 min. 60 min.	2	1 3 4 4	30	12	11 gal.		
DB25-B				Impeller	1	1 hr.	2	4	30	10	10 gal.		
DB65-B				Rotor Spinner	Rinse only; Pots & Pans; Wash only; Wash & Dry	7 min. 25 min. 30 min. 60 min.	2	1 3 4 4		12	11 gal		

\*NEMA RATING



WETTING AGENT INJECTION	HEATING ELEMENT	PLATE WARMER	CYCLE INTER- RUPTION	RACKS (NO. & TYPE)	EXTERIOR FINISH	FREE STANDING (Inches)	WIDTHS			OTHER FEATURES	SUGGESTED RETAIL PRICE
							COMBO SINKS (Inches)	UNDER COUNTER (Inches)	PORTABLE (Inches)		
No ↓	900 watt Yes	Yes ↓	Yes ↓	2 removable	Baked enamel				21-5/8		
	900 watt Yes			2 removable	Baked enamel				24		
	1000 watt Yes			2 (1 removable)				24		Top Rack Revolves. Colored or brushed chrome door panels.	
Yes	1000 watt			2	Copper Lux, Satinchrome, or any color			24		Swirl-A-Tray (rotating upper tray). Decorator Door panel (1); plate warm, automatic, push- button cycle selection (1)	\$300.00 (Gravity Drain) \$305.00 \$327.00 (Pump Deluxe)
Yes	Yes ↓	Yes ↓	Yes ↓	2 Roll-To-You	Enamel or Satin- Chrome			23-15/16		Available in colors	\$329.95
				2 Roll-To-You	Enamel or Satin- Chrome			23-15/16		Available in colors	\$269.95
Yes				2 Roll-To-You	Porcelain Enamel Top. Enamel front and sides.	24					\$349.95
				2 Roll-To-You	Enamel with Hardwood Top				24	Available in colors. Kit available for con- verting to Built-In.	\$259.95
				2 Fold Back-Upper	Enamel				23-15/16		\$199.95
				2 Fold Back-Upper	Enamel				21-5/8		\$174.95
No	1000 watt	Yes	Yes	2 1 Roll Out 1 Revolving	6 Colors and Brushed Chrome			24			\$298.00
No ↓	600 watt ↓	Yes ↓	Yes ↓	2 Fixed ↓	White Enamel White Enamel				21-3/4 21-3/4		
					Beige Enamel				22-1/2		
					Fronts	24		24			
					White;	24		24			
Yes					4-colors;						
					2-Metal;	24		24			
					5-Wood						
No	750 watt	Yes	Yes	2 Separate	6 colors; 1 Metal Frame for wood	24	No	24	24	Drain air vent furnished	
Yes ↓											
No Yes										Maple top Maple top Uncouple by-pass	



# AN EM WEEK EXCLUSIVE: Specifications For 1961 Dishwashers

MODELS		TYPE			NO. CYCLES AVAILABLE	TOTAL CYCLE TIME (minutes)	NO. WASHES	NO. SPRAYS & RINSES	DRYING TIME (minutes)	CAPACITY		INDICATOR LIGHT	DETERGENT APPLICATION
REQUIRES PLUMBING	PORTABLES	OPENING	LOADING	WASHING ACTION						(SERVICE FOR 8-10° OR NO. OF PIECES)	TOTAL WATER CONSUMED		

**KELVINATOR** — Kelvinator Div., American Motors Corp., 14250 Plymouth Rd., Detroit 32, Mich.

	P300	Top	Top	Impeller	Normal	36	1	4 (2 Flush Rinses)	16-1/2	9	6-1/3 gal.	No	Single Non-automatic Cup
	P570	↓	↓		Double Power Normal (2)	49	2	4	17	12	10-1/2 gal.	Yes	Dual Cup Automatic
U970		Front	Front		Double Power Normal (2)	49	2	4	17	12	10-1/2 gal.	No	Dual Cup Automatic

(1) IMPELLER RUNS DURING HEATING CYCLE TO CIRCULATE AIR.

(2) 4 OTHER CYCLES: PRE-RINSE; POT AND PAN SOAK; PLATE WARMER; RINSE AND DRY

**KENMORE** — Sears, Roebuck & Co., 625 S. Wacker St., Chicago, Ill.

"200"	6432	Top	Mixed	Impeller	1	36	1	4	16-1/2	9	6.75 gal.		Single Automatic
"400"	6433	↓	↓	↓	2	Normal-45 Heavy-54	2	↓	19	12	10.5 gal.	Yes	Double Cup Automatic
LADY Kenmore	6434	↓	↓	↓	4	Normal-45 Heavy-54 (1)	↓	↓	19	↓	↓	Lighted Console	↓
	6437	Front	↓	↓	1	49	↓	↓	23	↓	↓	↓	↓
	6438	↓	↓	↓	4	Normal-45 Heavy-58 (2)	↓	↓	↓	↓	↓	Yes	↓
	6439	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
	6440	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓

(1) 140 DEG. FINAL RINSE

(2) 140 DEG. FINAL RINSE, ROTATING TOP RACK

**KITCHENAID** — The Hobart Mfg. Co., Troy, Ohio

KDC-14		Front	Front	"Guided Action" Wash Arm	Full Cycle	43	1	2	22-1/2	10	9-1/3	No	
KDI-14		↓	↓	↓	↓	43	2(1)	3	18	12	11-2/3	Yes	(1)
KDS-14		↓	↓	↓	(4)	8 43 30	2(1)	3	— 18 4-1/2	12	2-1/3 11-2/3 11-2/3	Yes	↓
KDC-24		↓	↓	↓	↓	43	1	2	22-1/2	10	9-1/3	No	↓
KDI-24		↓	↓	↓	↓	43	2(1)	3	18	12	11-2/3	Yes	↓
KDS-24		↓	↓	↓	(4)	8 43 30	↓	↓	— 18 4-1/2	↓	2-1/3 11-2/3 11-2/3	↓	↓
KDI-34		↓	↓	↓	↓	43	↓	↓	18	↓	11-2/3	↓	↓
KDC-44		↓	↓	↓	↓	43	1	2	22-1/2	10	9-1/3	No	↓
KDI-44		↓	↓	↓	↓	43	2	3	18	12	11-2/3	Yes	↓
KDS-44		↓	↓	↓	(4)	8 43 30	(1)	↓	— 18 4-1/2	↓	2-1/3 11-2/3 11-2/3	↓	↓
	KDI-54P	↓	↓	↓	↓	43	(1)	↓	18	↓	11-2/3	↓	↓
	KD-2P	Top	Top	↓	↓	43	1	2	24	10	9-1/3	No	↓

(1) WITH BOTH SIDES OF DETERGENT CUP FILLED; 2 POWER WASHES - WITH SIDE FILLED; 1 POWER PRE-RINSE; 2 DETERGENT WASH.  
(2) OUTSIDE THE WASH CHAMBER. OPERATES ONLY DURING "FLO-THRU" DRYING CYCLE.

**LING-TEMCO** — Ling-Temco Electronics, Inc., Temco Industrial Div., P.O. Box 6191, Dallas 22, Texas

"Installed" MDS-15		Front	Top or Front	Wave-of-Water	See Note 1	25	Note 1. New "Continuous-flow" principal is used. After dishwasher fills, a restricted stream of fresh hot water continues to flow into washwell. Simultaneously, washer drains continuously at the same rate, maintaining a constant water level. Water changes (continued) Note 2. Steam is fogged over dishes and utensils during second 12½ min. cycle to heat and purify dishes. Distilled water (continued)		6	7-1/2 gal. average max. 9-1/3	Yes	Sprinkle into Washwell
"Installed" MDS-18		↓	↓	↓	↓	↓			10	↓	↓	↓
"Installed" MDS-1824		↓	↓	↓	↓	↓			15	↓	↓	↓

\*NEMA RATING



WETTING AGENT INJECTION	HEATING ELEMENT	PLATE WARMER	CYCLE INTER- RUPTION	RACKS (NO. & TYPE)	EXTERIOR FINISH	FREE STANDING (Inches)	WIDTHS			OTHER FEATURES	SUGGESTED RETAIL PRICE
							COMBO SINKS (Inches)	UNDER COUNTER (Inches)	PORTABLE (Inches)		
No ↓	900 watts (1) ↓	Yes ↓	Yes ↓	2 ↓	Bonderized Baked Enamel ↓				21-5/8	Porcelain Interior Lining	\$149.95
									23-15/16		\$189.95
	1000 watts (1) ↓			2 Upper Rotates ↓				24			\$249.95
	900 watts ↓	Yes ↓	Yes ↓	2 Stationary ↓	White ↓	34-1/2			21-3/4		\$149.95
				2 Top Rotates ↓		34-1/2			24		\$179.95
				2 Top Rotates ↓		35			24	(1)	\$199.95
	1000 watts ↓			Separate Pull out ↓		34-3/8		24			\$199.95
										(2) ↓	\$229.95
					Antique Copper ↓						\$239.95
					Brushed Chrome ↓						\$239.95
Optional	1000 watts (2) ↓	Yes ↓	Yes ↓	2 Individual front-loading ↓	White, brushed chrome, wood-hue coppertone, antique copper ↓			24		White Front - Porcelain or Marble top on KDC, KD1 & KDS-24; complete with white porcelain sink top KD1-34.	\$268.00(3)
Optional					Vari- fronts ↓			24			\$328.00(3)
Yes								24			\$360.00(3)
Optional					White, etc. as above ↓	24					\$314.00(3)
Optional					Vari-fronts ↓	24					\$374.00(3)
Yes						24					\$406.00(3)
Optional							48				\$490.00(3)
Optional					White, etc. as above ↓	Counter Height 24" wide					\$348.00(3)
Optional					Vari-fronts ↓						\$408.00(3)
Yes											\$440.00
Optional									24		\$399.95
No				U & L, U-removable ↓	Wh. porcelain ↓				23-1/4		\$259.95
(3) AVAILABLE WITH PUMP DRAINS AT EXTRA COST (4) PLUS RINSE & HOLD, UTILITY & UTENSIL											
See Note 2 in Drying Time Column ↓	1250 watts ↓	Yes ↓	Yes ↓	3 vinyl-coated welded wire ↓	White Pink Yellow Turquoise Coppertone Woodtone on all. Stainless Steel Available at extra cost. No extra charge for other finishes. ↓	Note 3. Available in 3 sizes for on-the-counter; under-the counter; on-the-wall; recessed-in-the-wall; below-sink bowl, range burner top, built-in oven; floating-above- peninsula cabinet or as a room divider installation. All are 30" long. Depth of two models match standard 13" thickness of over-hanging wall cabinets. Depth of third model matches 24" thickness of base cabinets. Height of units are 18" or 15" to match space between counter and underside of over-hanging wall cabinet. All may be "portable" by adding quick-connect hose and cord acces- sory. Dishwasher may rest on counter top or attached to wall. Two sizes may also be placed on roll-about stands for complete mobility.				Micro-filter. Food particles do not recirculate. Self cleaning. Translucent Door Shows washing action but hides dishes. Couplermatic Drain Includes drain air gap. Attaches dishwasher drain to portable (continued)	\$199.95
				4 vinyl-coated welded wire ↓							\$239.95
				6 vinyl-coated welded wire ↓							\$279.95



# AN EM WEEK EXCLUSIVE: Specifications For 1961 Dishwashers

MODELS		TYPE			NO. CYCLES AVAILABLE	TOTAL CYCLE TIME (minutes)	NO. WASHES	NO. SPRAYS & RINSES	DRYING TIME (minutes)	CAPACITY		INDICATOR LIGHT	DETERGENT APPLICATION
REQUIRES PLUMBING	PORTABLES	OPENING	LOADING	WASHING ACTION						(SERVICE FOR 8-10" OR NO. OF PIECES)	TOTAL WATER CONSUMED		
LING-TEMCO (CONTINUED)													
	"Roll-about" MDS-15 with RPS Accessory	Front	Top or Front	Wave-of-Water	See Note 1	25	more than 7 times during 12½ min. wash-rinse period. Detergent remains active for approximately 2/3 of cycle. While water constantly changes, the approximate 1 gal. in washwell is continuously recirculated over 2-motor "Wave-of-Water" unit. Filtered water is accelerated in solid waves at 16 m.p.h. for 12½ min. A shorter wash-rinse cycle may be selected.	is produced and displaces any hard-water drop-lets. Dishes "flash-dry" without mineral deposits when the air hits them after steam cycle.	6	7-1/2 gal. average max. 9-1/3	Yes	Sprinkle into Washwell	
	"Roll-about" MDS-18 with RPS Accessory								10				
	"Countertop" MDS-15 with CPK Accessory								6				
	"Countertop" MDS-18 with CPK Accessory								10				
	"Countertop" MDS-1824 with CPK Accessory								15				
	"On-the-wall" MDS-15 with CPK & WMK Accessory								6				
	"On-the-wall" MDS-18 with CPK & WMK Accessory								10				
PHILCO - Philco Corp., "C" & Tioga Sts., Philadelphia 34, Pa.													
24KW15		Front	Front	Impeller	3 single wash; double wash; hot rinse-dry	38 49 24	2	3 4 1	17	12	7 gal. 10-1/2 gal. 7 qts.		Automatic
MODERN MAID - Tennessee Stove Wks., Chattanooga, Tenn.													
MM-24-DW		Front	Front	Impeller		37/49	2	4	17	12	7 gal. 10-1/2 gal.		Automatic
TAPPAN - Tappan Co., 250 Wayne St., Mansfield, Ohio.													
UCA-2		Front	Front	Dual Drench Roll	Rinse & Hold Full Wash Short Wash Plate Warmer	Full Wash 36 min. (1)	1 Dual Direction Main Wash	3 Prewash 3 Clear Rinses	9(1)	12	Full Wash 10-1/2 gal.	Yes	4
UCA-4		Front	Front	Dual Drench Roll	Rinse & Hold Reg. Wash Short Wash Super Wash Glass Wash Pot & Pan Wash Plate Warmer	Reg. Wash 36 min. (1)	1 Dual Direction Main Wash	2 Prewash 3 Clear Rinses	18(1)	12	9 gal.	Yes	3
(1) PLUS TIME REQUIRED FOR POSITIVE DRY (2) SENSES DRYNESS OF DISHES & LENGTHENS DRY TIME WHEN NECESSARY FOR BONE DRY DISHES UNDER ALL CONDITIONS													
WASTE-KING UNIVERSAL - Waste-King Corp., 3300 E. 50th St., Los Angeles 58, Calif.													
UC-3D UC-4D FS-3D		Front	Front	Stainless Steel arm with 64 jets	Pre-wash, Pots/pans, Full Cycle	37-1/2(1)	1 7-1/2 min.	1 power pre-rinse 2 power rinses 1 flush	16	12	9 gal.	Yes	Automatic
UC-1C UC-2C		Front	Front		Full Cycle	45	1 8 min.	2 flush 2 power	24	12	8 gal.		Cup on Door
	IP-11	Top	Top	Split-level Z Arm			1 8 min.	2 power pre-rinses 2 power rinses	17-1/4	14 plus serving pieces	15 gal.		Automatic
	CP-10	Top	Top	Stainless Steel arm with 64 jets			1 10 min.	1 flush 2 power rinses	21-3/4	12	10-1/2 gal.		Cup

\*NEMA RATING

(1) PLUS TIME REQUIRED TO HEAT FINAL RINSE WATER TO 185° F.



WETTING AGENT INJECTION	HEATING ELEMENT	PLATE WARMER	CYCLE INTER- RUPTION	RACKS (NO. & TYPE)	EXTERIOR FINISH	FREE STANDING (inches)	WIDTHS			OTHER FEATURES	SUGGESTED RETAIL PRICE
							COMBO SINKS (inches)	UNDER COUNTER (inches)	PORTABLE (inches)		
See Note 2 in Drying Time Column	1250 watts	Yes	Yes	3 vinyl-coated welded wire		See Note 3 in columns on previous page.				hoses or house plumbing. Chassis Design All components mounted on pull out frame for service simplification.	\$234.90
				4 vinyl-coated welded wire							\$274.90
				3 vinyl-coated welded wire							\$209.90
				4 vinyl-coated welded wire							\$249.90
				6 vinyl-coated welded wire							\$289.90
				3 vinyl-coated welded wire							\$213.85
				4 vinyl-coated welded wire							\$253.85
	1000 watts	Yes		2 (top revolves)	6 colors			24 W 24-3/16 D 34-1/4 H 36 w Cut'g Bd		Pump Drain	
Not neces- sary	1000 watts	Yes	Yes	1 revolving 1 pull out	Coppertone, Yellow Pink, Turquoise Br. Chrome			24		Leg Levelers 1" adjustable toe space	\$370.00
	1200	Yes	Yes	1 main 2 Silver vinyl	Lusterloy Duotone Copper White Yellow Turquoise	Conversion Kit to 36"		24		Dryness Sensing (2) Declutching Timer (3) Trackless Rack	\$279.50
Yes	1200	Yes	Yes	2 main 3 silver vinyl	Pink Wood Trim Kit			24		Drying Sensing (2) Declutching Timer (3) Night Light Removable Rack Tracks	\$363.25
(3) PREVENTS ACCIDENTAL MOVEMENT OF TIMER WHEN MACHINE IS RUNNING											
Yes - 4D, Optional - 3D	1350 watts (2)	Yes	Yes	2 vinyl covered rollout	White, 20 colors, brushed chrome, stainless steel, 3 natural woods	FS-3D 24"		UC-3D UC-4D 24		Humidity-free drying; silver basket with section for baby bottle nipples	\$362.95 inc.panels \$342.95 inc.panels \$374.95
Yes - 2C Optional - 1C	750 watts (2)							24			\$312.95 inc.panels \$292.95 inc.panels
Yes	600 watts			3 top sections, 2 bottom, vinyl cover	White with charcoal top				24	2 level water distri- bution permits over- lap loading; silver basket, section for baby bottle nipples	\$279.95
Optional	600 watts			2 top, 2 bottom, vinyl cover	White				24		\$229.95

(2) HEATING ELEMENT BOOSTS WATER TEMP. FINAL RINSE WATER AUTOMATICALLY HEATED TO 155° F BEFORE RINSE TAKES PLACE.



## AN EM WEEK EXCLUSIVE: Specifications For 1961 Dishwashers

[illegible]

**WHIRLPOOL - RCA** - Whirlpool Corp., Benton Harbor, Mich.

FU-70B		Front	Front	Filter Stream	Normal Short Ready-rinse Plate warmer	Normal-45 Short-37½	2	4	13-1/2	14 sets 184 pieces	11.7 gal. normal 7.8 gal. short		Automatic timer operated (2 cups)
FU-60B		Front	Front	Impeller	Wash Ready-rinse Plate warmer	45 min.	1		19-1/2	10 sets	11.7 gal.		Washout type
	FP-50B	Top	Top	Filter Stream	Normal Short Ready-rinse Plate warmer	Normal-45 Short-37½	2		13-1/2	12 sets 172 pieces	11.7 gal. normal 7.8 gal. short		Automatic timer actuated (2 cups)
	FP-40B			Impeller	Wash Ready-rinse Plate warmer	45 min.	2		15	10 sets	7.8 gal.		Washout type
	FP-20B			Impeller	Wash Ready-rinse Plate warmer	45 min.	1		19-1/2	10 sets	7.3 gal.		Automatic timer actuated (2 cups)

**YOUNGSTOWN KITCHENS** - Youngstown Kitchens Div., American Standard, Warren, Ohio

DW301A		Front	Front	Jet Tower	1	36	1	2	20	14	7 gal.		Manual
DW301A-P		↓	↓	Jet Tower	1	36	1	2	20	14	↓		Manual
4DW240P-A		↓	↓	Impeller	2	38	2	4	17	10	↓		Automatic

**Use this space below for new and additional models, lines.**







# AN EM WEEK EXCLUSIVE: Specifications For 1961 Disposers

MODEL NOS.	TYPE OPERATION	TYPE ACTION	TYPE MOTOR	OVERLOAD SWITCH	RESET - MANUAL OR AUTOMATIC	NET WEIGHT (lbs.)	OVERALL LENGTH (inches)
<b>CHAMBERS</b> - Chambers Built-Ins Co., 2012 N. Harlem Ave., Chicago 35, Ill.							
CF 880	Continuous Feed	Rotary Grind	1/3 hp	X	Manual	17	14
CH-8000 <sup>1</sup>	↓	↓	↓	↓	↓	19	↓
(1) INSULATED							
<b>FRIGIDAIRE</b> - Frigidaire Div., General Motors Corp., Dayton, Ohio							
FDZ-1	Hammer-Mill	Continuous Feed	1/3 hp Split Phase	X	Manual	24	14 $\frac{1}{4}$
FDZ-3	↓	↓	↓	↓	↓	22	14 $\frac{1}{4}$
(1) BOTH MODELS CAN BE USED UNDER "P" AND "S" TRAPS WITH WALL OR FLOOR WASTE LINE CONNECTION.							
<b>GENERAL ELECTRIC</b> - General Electric Co., Appliance Park, Louisville, Ky.							
FC15V	Continuous Feed	Shredding	1/3 hp Split Phase	X	Manual	19 $\frac{1}{4}$	13
FA60V	Batch Feed	↓	↓	↓	Automatic	21	15 $\frac{1}{4}$
FA90V	↓	↓	↓	↓	↓	26.4	16 $\frac{1}{4}$
<b>DISPOZMASTER AND WASTE CHAMP</b> - Harvill Corp., Special Products Division., 6251 W. Century Blvd., Los Angeles 45, Calif.							
Dispozmaster 70	Continuous Feed	Grinding	1/3 hp Split Phase Centrifugal Start	X	Manual	21	12
Dispozmaster 90	↓	↓	↓	↓	↓	22	13
Dispozmaster 120	↓	↓	↓	↓	↓	28	13 $\frac{1}{4}$
Waste Champ 750	↓	↓	↓	↓	↓	22 $\frac{1}{2}$	13 $\frac{1}{2}$
Waste Champ 900	↓	↓	↓	↓	↓	23	13 $\frac{1}{4}$
<b>HOTPOINT</b> - Hotpoint Div. General Electric Co., 5600 W. Taylor St., Chicago 44, Ill.							
MA25-B	Continuous Feed	Swinging Hammers	1/3 hp Split Phase	X	Manual	25	15
MB65-B	Switch Top	↓	↓	↓	↓	↓	↓
<b>IN-SINK-ERATOR</b> - In-Sink-Erator Manufacturing Co., 1225 14th St., Racine, Wisconsin							
Mark 27 - 207	Finger Tip Control, Continuous or Batch		1/2 hp Capacitor Start	X	Manual	39	18
Gold Comet 407	Continuous Feed		↓	↓	↓	↓	↓
Silver Star 107	Lock Cover, Batch Feed		1/3 hp Capacitor Start	↓	↓	28	15
Saturn 707	Continuous Feed		↓	↓	↓	23	13
Model 17	Lock Cover, Batch Feed		↓	↓	↓	26 $\frac{1}{2}$	15-5/16
Model 77	Continuous Feed		↓	↓	↓	22	12
Model 333	↓	↓	↓	↓	↓	21	↓
<b>KELVINATOR</b> - Kelvinator Corp., Div., American Motors Corp., 14250 Plymouth Rd., Detroit 32, Mich.							
FD-530	Continuous Feed	Solid Lug Shredder	1/3 hp Capacitor Start	X	Manual	23 $\frac{1}{2}$	12
<b>KENMORE</b> - Sears, Roebuck & Co., 625 So. Howan St., Chicago, Ill.							
Kenmore "200" 6411	Continuous Feed	Shredding	1/4 hp Split Phase	X	Manual	19	11-21/32
Kenmore "400" 6412	↓	↓	1/3 hp Capacitor	↓	↓	22	11-3/8
Lady Kenmore "400" 6413	↓	↓	1/2 hp Capacitor	↓	↓	26	12-7/8
<b>NATIONAL DISPOSER</b> - National Rubber Machinery Co., Medina, Ohio							
744P	Cover Control	Micro Size Shredding	1/2 hp	X	Automatic	32	15-3/16
644P	Continuous Feed	↓	↓	↓	Manual	↓	↓
744A	Cover Control	↓	1/3 hp	↓	Automatic	28	14 $\frac{1}{4}$
304AC	↓	↓	↓	↓	↓	↓	↓



ROUGH-IN FROM UNDERSINK TO DRAIN (inches)	PROVISION FOR DISHWASHER PLUMB-IN	FOR SEPTIC TANK USE	EXTERIOR FINISH	APPROX. DAILY COLD WATER USED (gallons)	SAFETY FEATURES	OTHER FEATURES & PLUMBING SHORT CUTS	SUGGESTED RETAIL PRICE
7½	X	X	Coppertone		Automatic Shred Control	Cobalt-Steel Alloy Cutting Sleeves	\$ 72.25
6½	↓	↓	↓		Self-lubricated	Simple-hang-on Installation	102.25
8	X	X	Plastic over insul- ation and steel		Overload Switch Deflector Ring Stopper	Rubber cushioned connections	98.95
7-5/8	↓	↓	Enamel on steel		↓	Rubber cushion at sink¹	59.95
5½ Min.	X	X	Brown paint	5 gal./day		Key-hole Mounting	
7¼ Min.	↓	↓	Yellow & brown paint		Locking Twistop	Carboloy Cutter	
↓	↓	↓	↓	↓	Locking Twistop	Carboloy Cutter Sound Shield	
5½	X	X	Enamel on aluminum die cast	25	Splash Baffle	Threaded Sink Flange Extra Size Cutters	69.90
6½	↓	↓	↓	↓	↓	Same Plus Sound Cushioned	89.90
6½	↓	↓	↓	↓	↓	Same Plus Sound Cushioned and Sound Sealed	119.90
6½	↓	↓	↓	↓	↓	Threaded Sink Flange "Jiffy" Mount Hanger	79.90
6¾	↓	↓	↓	↓	↓	Same Plus Sound Cushioned and Sound Sealed	89.90
8	X	X	Baked Enamel	4	Rubber Seal Metal Stopper	Cushion Rubber Mount	
↓	↓	↓	↓	↓	Locked in Switch Top	↓	
9	X	X	Deluxe muted white & gold trim	Average 1¼ gal. per person per day	Inherent design provides max- imum safety. No exposed mov- ing parts	Polystyrene liner. Automatic aligning, self-locking mounting assembly. Self-service wrench.	159.50
↓	↓	↓	↓	↓	↓	↓	129.50
↓	↓	↓	Deluxe muted white & silver trim	↓	↓	↓	112.50
6½	↓	↓	Deluxe muted white & gray trim	↓	↓	↓	99.50
8¼	↓	↓	White Enamel	↓	↓	Self-serv. wrench, quiet operation	88.50
6	↓	↓	↓	↓	↓	↓	74.50
↓	↓	↓	↓	↓	↓	↓	49.50
6	X	X	Baked White Enamel	2 Gal.	1. No Sharp Blades 2. Rubber protective device	1. Diamond Hard-Long Lasting Cutters 2. Twist Lock Mounting	49.95
6	X	X	Gray Enamel	Estimated 10 Gals.	Baffled opening	Short rough-in	39.95
5	↓	↓	White Enamel	Estimated 8 Gals.	↓	↓	54.95
6-1/8	↓	↓	Plastic	↓	Baffled opening Chrome Stopper	Short rough-in, Sound deadened	79.95
8½	X	X	Plastic absorbant jacket	½ to 2 Gal. per per- son per day	Locking Cover Control	Split ring key hole construction mounting Lazy Susan holder	129.95
↓	↓	↓	↓	↓	↓	↓	119.95
7½	↓	↓	White Baked Enamel	↓	↓	Split ring construction	109.95
↓	↓	↓	↓	↓	↓	↓	99.95



# AN EM WEEK EXCLUSIVE: Specifications For 1961 Disposers

MODEL NOS.	TYPE OPERATION	TYPE ACTION	TYPE MOTOR	OVERLOAD SWITCH	RESET - MANUAL OR AUTOMATIC	NET WEIGHT (lbs.)	OVERALL LENGTH (inches)
<b>NATIONAL DISPOSER</b> - National Rubber Machinery Co., Medina, Ohio (continued)							
224B	Continuous Feed	Micro Size Shredding	1/3 hp	X	Manual	26	2-13/16
124B						24	
880			1/2 hp			34	18-1/8
<b>PHILCO</b> - Philco Corp., "C" and Tioga Sts., Philadelphia, Penna.							
D660	Continuous Feed		1/3 hp Capacitor-Start	X	Manual	27	12
<b>PIONEER</b> - Pioneer Mfg. Co., 3131 San Fernando Rd., Los Angeles, Cal.							
D-57		2-Way Cutting	1/3 hp				
<b>RCA WHIRLPOOL</b> - Whirlpool Corp., Benton Harbor, Mich.							
SHD-31	Batch Feed	Rotating Impeller	Split Phase	X	Automatic	26-3/4	14-1/2
SHD-30	Continuous Feed				Manual	25-1/4	
<b>TAPPAN</b> - Tappan Co., 250 Wayne St., Mansfield, Ohio							
TA-24	Continuous Feed	Shredding Filing Hammering Scissor	1/3 hp	X	Manual	26	12-13/16
TA-64			1/3 hp Capacitor			33	15-5/16
TA-74	Lock Top or Cover Control		1/2 hp Capacitor		Automatic		
<b>WASTE KING UNIVERSAL</b> - Waste King Corp., 3300 E. 50th St., Los Angeles 58, Calif.							
IMP-1	Continuous Feed	Pulverizes, cuts, Grates <sup>1</sup>	1/3 hp Capacitor	X	Manual	30	15-7/8
SH-7000			1/3 hp Split Phase			24	14-3/4
700						22	13-1/2
72							13-1/4
(1) RETRACTABLE IMPELLERS (2) ALL MODELS HAVE UNDERCUTTER FOR FIBROUS WASTES; LIFETIME GRIND TEXTURE CONTROL; HARDENED CUTTING EDGES FOR LONGER LIFE; OPEN END MOUNTING RING; HORIZONTAL DRAIN OUTLET AND SLIP JOINT WITH SEPARATE ELBOW.							
<b>WESTINGHOUSE</b> - Westinghouse Electric Corp., Columbus, Ohio							
FO-10	Continuous Feed	Swivel Blade	1/3 hp Split Phase	X	Manual	21	14-13/32
JOA-150W							
<b>WHIRL-A-WAY</b> - W. T. Hedlund Mfg. Co., 4600 W. Washington, Los Angeles 16, Calif.							
9000	Continuous Feed	Pulverizers	G.E. 1/2 hp	X	Manual	22	12.5
880						20	
<b>YOUNGSTOWN KITCHENS</b> - Youngstown Kitchens Div., American Standard, Warren, Ohio							
FWD-200	Continuous Feed	Shredding	1/3 hp	X	Manual	22	12-1/16
FWD-300						26	11-9/16
FWD-400			1/2 hp			28	12-13/16



ROUGH-IN FROM UNDERSINK TO DRAIN (inches)	PROVISION FOR DISHWASHER PLUMB-IN	FOR SEPTIC TANK USE	EXTERIOR FINISH	APPROX. DAILY COLD WATER USED (gallons)	SAFETY FEATURES	OTHER FEATURES & PLUMBING SHORT CUTS	SUGGESTED RETAIL PRICE
7-1/2	X	X	White Baked Enamel	1/2 to 2 gal. per per. per da.	Locking Cover Control	Split Ring Construction	\$ 89.95
↓	↓	↓	↓	↓	↓	↓	69.95 with Clamp Rings 65.95 without Clamp rings
11-7/8	↓	↓	↓	↓	↓	↓	159.95
			White Enamel				
Fits Any Sink							
8	X	X	Two-tone Blue Enamel	2 gal. per Person per Day	Overload protection—automatic reset	Dishwasher drain connection pro- vided; 3-set cover control; rubber mounted for quiet action; motor bearing permanently lubricated	89.95
↓	↓	↓	↓	↓	Overload protection—manual reset	Dishwasher drain connection provided; rubber mounted for quiet operation; motor bearing permanently lubricated	59.95
7-1/2	X	X	Enamel			Snap Ring Mounting; 4 1/2" tubular tail piece; threaded electric connec- tion; whisper mtg. ring; undercutter for fibrous food	65.95
8-1/2	↓	↓	Polyethylene			All above plus; sound control shell utensil racks	109.95
↓	↓	↓	↓		Cover Control	All above	129.95
8	X	X	Champagne-Gold	2 gal. per min.	Splash guard, stainless steel closure, no rotating sharp edges or exposed knives	Hycar rubber mount and drain clo- sure; Fiberglass insulation & Poly- styrene shell for sound insulation; Larger diameter grind chamber	129.95
↓	↓	↓	↓	1-1/2 to 2 gal.	↓	Hycar rubber mount and drain closure; Fiberglass insulation & polystyrene shell for sound insulation	99.95
7-1/4	↓	↓	Turquoise		Splash guard, plastic closure; UL approved, no rotating sharp edges or exposed knives	Hycar rubber mount and drain closure <sup>2</sup>	74.95
6-3/4	↓	↓	Green	↓	↓	↓	59.95
6-3/4	X	X	Gray	8 - 10 gals.	Thermo Guard Overload Protector		
↓	↓	↓	White	8 - 10 gals. (5 min. day x 2 gals. min.)	↓		
6-1/2	X	X	High Impact Styrene	2 gals. per min. in use	Hycar protective silencer and overload protector	Instant 3 jack bolt assembly; whisper quiet	99.50
7-1/2	↓	↓	Baked Enamel	↓	↓	↓	49.50 <sup>2</sup>
6	X	X	Steel				59.95
5	↓	↓	Plastic				89.95
6	↓	↓	↓				119.95



"This is GREAT...I want every one of

# 1961 ROOM AIR CONDITIONERS

In this section you'll find EM.  
WEEK'S special report. They'll  
give you complete  
1961 model  
manufacture  
information you  
—and sell

## how to sell room air conditioners

APRIL 24, 1961



We publish this special report on room air conditioning with pride. We've been working on it for over four months. Almost every major manufacturer has been contacted for assistance, dozens of dealer calls have been made and almost the entire EM Week staff has had some part in the preparation of the final product. Gordon Williams, assistant midwest editor, was in charge of the project. During the preparation stage, Williams travelled over 5,000 miles in his search for information.

SECOND PRINTING NOW AVAILABLE: 16pp How to Sell Room Air Conditioners — 50¢ each. 8pp Air Conditioner Specifications — 50¢ each. Quantity prices on request. Write Reader Service Dept., EM WEEK, 330 West 42 Street, New York 36, N. Y.



my store managers to have a copy..."

Moe Zimmerman, PRESIDENT  
BRICK CHURCH APPLIANCE CO.  
EAST ORANGE, NEW JERSEY

"Your April 24th issue on Air Conditioning is the best we have ever seen. If more copies are available, will you please send twelve copies to the writer as soon as possible...my congratulations to you on the most informative booklet I have ever seen published."

E. A. Groene, Sr., PRESIDENT  
PENN APPLIANCE DISTRIBUTORS, INC.  
HARRISBURG, PENNSYLVANIA

Gentlemen:

Congratulations on the finest piece on selling and instruction that has ever appeared in your trade journal. Naturally we are referring to your Air Conditioning insert. Tremendous...best ever. This alone worth 10 times the price of a subscription. Tells the benefit story, how to sell, etc. We sold 200 units last year in this small town...this piece ought to net us another 25 everything being equal. Wish you would have a story on each appliance like this. I know we would use these ideas to best advantage. This piece has plenty of meat to sell from.

Thanks from a dealer who this will really help.

ELLSWORTH ELECTRIC APPLIANCES, Winter Haven, Florida.

"As usual 'ELECTRICAL MERCHANDISING WEEK' comes through with valuable information for the appliance distributors. Your April 24th edition with the spec sheet section on all major manufacturers of air conditioners is really valuable information for everyone. Also the section titled 'How to Sell Room Air Conditioners' is very good information. You can tell that a lot of time and effort was put into these particular sections...Keep up the good work!"

Glenn W. Allison, ADVERTISING & SALES PROMOTION MANAGER  
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"Your 'How to Sell Room Air Conditioners' and the complete Specifications published with it contains a wealth of information... what a selling tool."

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# **ELECTRICAL MERCHANDISING WEEK**

THE ONE MAGAZINE THAT DELIVERS A PRODUCT CONDITIONED AUDIENCE



EM WEEK EXCLUSIVE:

## Specifications For 1961 Dishwashers and Disposers

# Here's How You Can Cash In On This Mushrooming Market

In the last five years, both dishwashers and disposers have come from behind, from their positions as "sleepers," to be the front-running favorites in the appliance steeplechase.

And neither product is ready to be put out to replacement pasture. Both have plenty of racing years left.

Conclusion: These are horses to ride. And here are EM WEEK's selling tips on how you can cash in on the sales performances predicted for them in future years.

### DISHWASHERS

One of the only major appliances to show a gain last year, dishwashers continued to lead the factory shipments field in 1961. And, since saturation is only 7.1% (EM WEEK, Jan. 23, p42), there's still an unsold market of over 48 million homes.

To capitalize on this huge unsold market, you don't need to use pioneer tactics. Dishwashers have graduated from that stage of the game. Consumers are pretty well sold on them as a concept. What your prospects will want to hear about will be the product specifics, the features and advantages that will sell your store and your brand.

Sell the basic type of installation best suited to your customer. There are four choices:

- Portables are hot, rapidly gaining on the built-in undercounter and freestanding categories which traditionally have led the race. One or two portable models are listed in almost all manufacturer spec sheets. And the consensus is it won't be long before they take over the sales lead.

Today, the majority of portable models incorporate most of the top features of the more expensive, plumbed-in units. Portables are equipped with retractable hoses that attach to a faucet. They also come with casters.

- Plumbed-in undercounter and freestanding models are deluxe products with such pluses as maple wood chopping tops, Formica tops, modern front designs in a variety of finishes (coppertone, stainless steel, wood tones, real wood as well as a rainbow of colors). Built-in models are usually available with a choice of pump or gravity drain.
- Combination dishwasher-sink models are offered in only a few 1961 lines. Most companies have discontinued this type, although a certain market still remains. Namely, kitchen remodeling.

Sell these features by demonstrating them. Every brand has competitive features that lend themselves to dramatic demos. Here are the main talking points:

- Opening and loading convenience: Depending on your customer's needs, she may want a model with top opening and top loading; front opening, drawer type with roll-out or pull-out racks; or front opening, roll-out well that is top loading.
- Wash action: Most of the 17 dishwasher makes listed in the accompanying spec charts have impellers, located at the bottom of the tub. Some, though, have an additional impeller at the top, a revolving arm wash action, swirling jet-spray tubes or horizontal jet power arm between dish racks, wave-of-water action, Z-arm, split-level wash action, or filter stream wash action.
- Multiple cycles: Some brands feature as many as six operating cycles, including such things as

two power washes for extra dirty dishes and utensils, a normal cycle, pre-rinse which also empties the pipes of cold water, pre-rinse and hold, pot and pan soak, rinse and dry, plate warming.

- Capacities: Changes in racks and loading facilities have increased capacities to the point where many models can hold 12 NEMA place settings. But, since place settings vary from place to place, meal to meal, many manufacturers like to talk in terms of the actual number of pieces of china, glass and silverware their models will hold.

- Detergent dispensers and wetting agent injectors: Most manufacturers have at least one model with an automatic detergent dispenser, timed to inject additives at the precise time needed. And some makes have dual dispensers for hard-water areas. Wetting agent injectors put water conditioning chemicals into the final rinse. These agents spread water thin, so that spots can't form on glasses or silverware.

Sell health and sanitation of automatic dishwashing versus hand washing. The human hand can't take water temperatures over 125 degrees. But automatic dishwashers can. Considered ideal: 150 to 160 degrees.

Most makes have heating elements ranging from 750 to 1,200 watts. Some elements are used as water temperature boosters during the wash cycle; others, for drying or plate warming only. The combination of hotter wash water plus hot air blowing over dishes in the drying cycle makes an excellent family health-protection story.

Know plumbing installation problems. Plumbed-in dishwashers require the services of an experienced plumber. You can either have an arrangement with a local man or keep a full-time plumber on your payroll.

Know the hard water problems of your area. Your city water department can fill you in quickly. Then, discuss hard water problems with your customers, so they can take precautions. Water from five to 10 grains hard is considered moderately hard and may be treated with packaged, non-precipitating softening chemicals. But water with over 10 grains of hardness requires mechanical water softening equipment.

### DISPOSERS

Like dishwashers, garbage disposers are now out of the stable and beginning to move fast on a wide-open track—saturation is only 10.5% of all wired homes in the U.S. To ride this one to win, you've got to . . .

Sell these features. In the last six years, these product developments have come along to meet consumer demands and give you strong selling points:

- Heavier capacitor start or split-phase motors. The majority of 1961 models are rated at 1/3 hp.
- High speed surgical blades. These make it possible to handle garbage problems such as corn husks, stringy celery and medium-size bones. Normal food waste—fruit pits, rinds, seafood shells, egg shells, coffee grounds, fats and parings—are handled even faster.

And in addition to these two features, you've got to . . .

Know how they work. There are two main types:

1. Continuous-feed. As you can see from the spec sheets, this type is gaining in popularity. The switch is usually located on the wall above the unit. Turn switch on and the disposer shreds continuously as it is loaded.

2. Cover-switch or top-lockers. This type grinds only after it is loaded and switch turned on.

Both types shred, cut and tear garbage. And both come with safety devices which shut off motor if unit becomes jammed. Some come with power-surge reverse switch.

Know installation features such as leak-proof drain outlet connectors, auxiliary dishwasher connections. Most models fit 3 1/2- to 4-inch sink drains. Average disposer uses 1 1/2 to 2 gallons of cold water per person per day.

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EM WEEK, 330 W. 42 St., N.Y. 36, N.Y.

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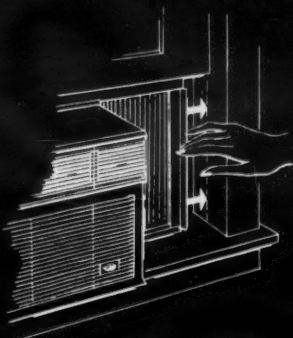
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**YOUR GREATEST ASSET IS OUR QUALITY PERFORMANCE!**

# **NEW! RCA WHIRLPOOL AIR CONDITIONER WITH PRECISION INSTA-MOUNT!**



Translucent Insta-Mount  
rolls out, locks tight.  
Weathertight and durable.

What a demonstration! Set the air conditioner in the window, roll out the Insta-Mount panels and fasten into position, close the window and plug in electric cord. That's all! No professional installation required. The secret is in the new precision Insta-Mount that rolls out . . . fastens tight . . . looks and is permanent. The sale is easy to close, too . . . the customer can load it in his car, take it home, and enjoy cool comfort the same day! And just look at the beautiful, clean design in Hawaiian tan and beach white. Look at these other features, too . . . washable germicidal filter, two fan speeds, stale air exhaust, air direction control. Three models, in 6600, 8500, 9000 BTU sizes. Quality construction your customer can see at once! Sharp pricing all the way. Call your RCA WHIRLPOOL distributor today and see the air conditioner that can really move this year!

*Join up! . . . it's easier to sell RCA WHIRLPOOL than sell against it!*



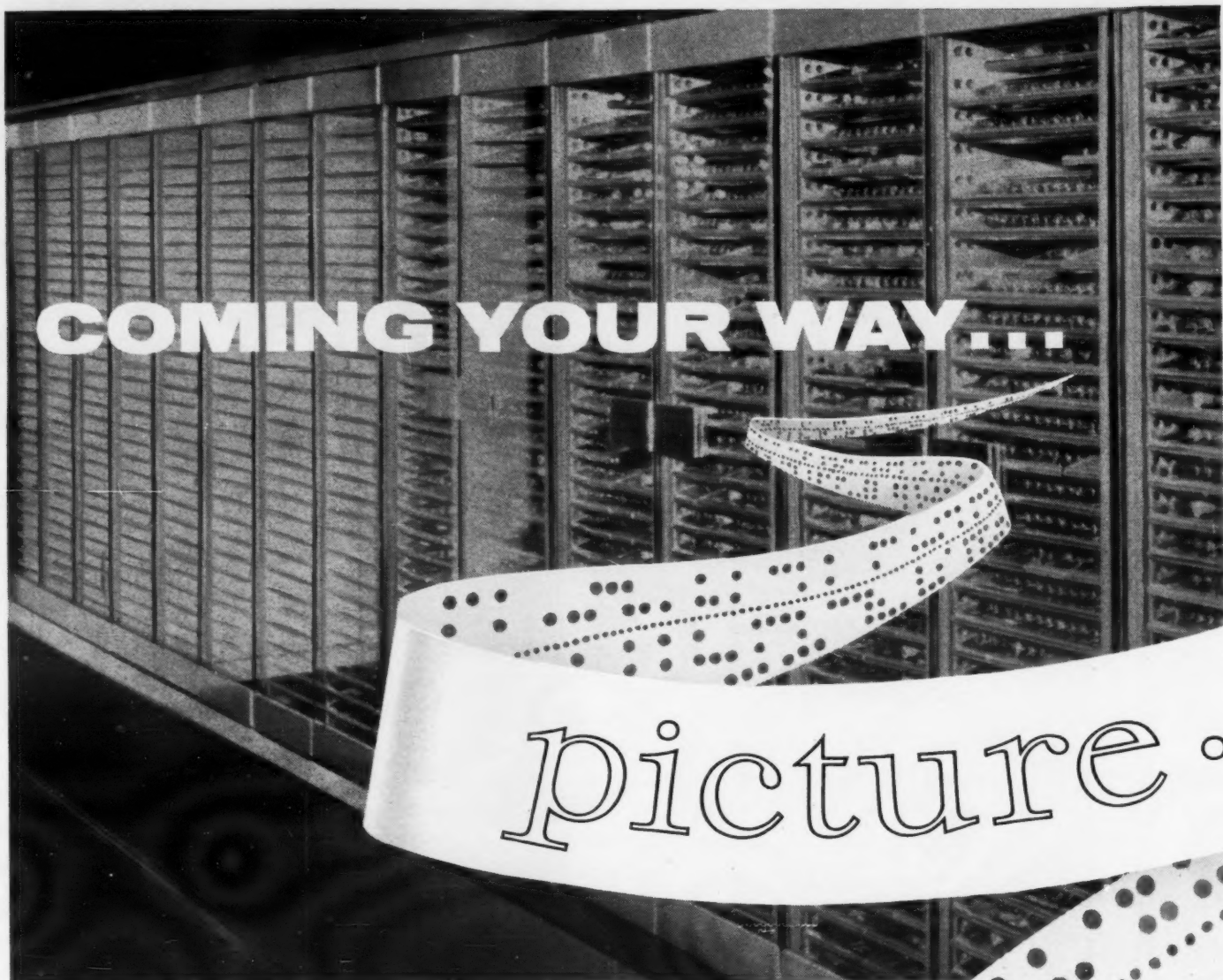
**Whirlpool CORPORATION**

ADMINISTRATIVE CENTER, BENTON HARBOR, MICHIGAN

Manufacturer of RCA WHIRLPOOL Automatic Washers • Wringer Washers • Dryers • Washer-Dryers • Refrigerators • Freezers  
Ice Cube Makers • Ranges • Air Conditioners • Dishwashers • Food Waste Disposers • Dehumidifiers • Vacuum Cleaners.

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## **...a totally new concept in TV performance!**

**See it on display at your  
Sylvania distributor's  
open house**

You're about to see and hear the most powerful new selling idea in TV in decades . . . and only Sylvania has it! You'll get the whole exciting story at your distributor's open house. Don't miss it!

Because in just a few weeks we'll be beating the drum in national advertising, customers will be flocking into your store to see new Sylvania Picture-Computer TV for themselves, and you'll want to be ready!

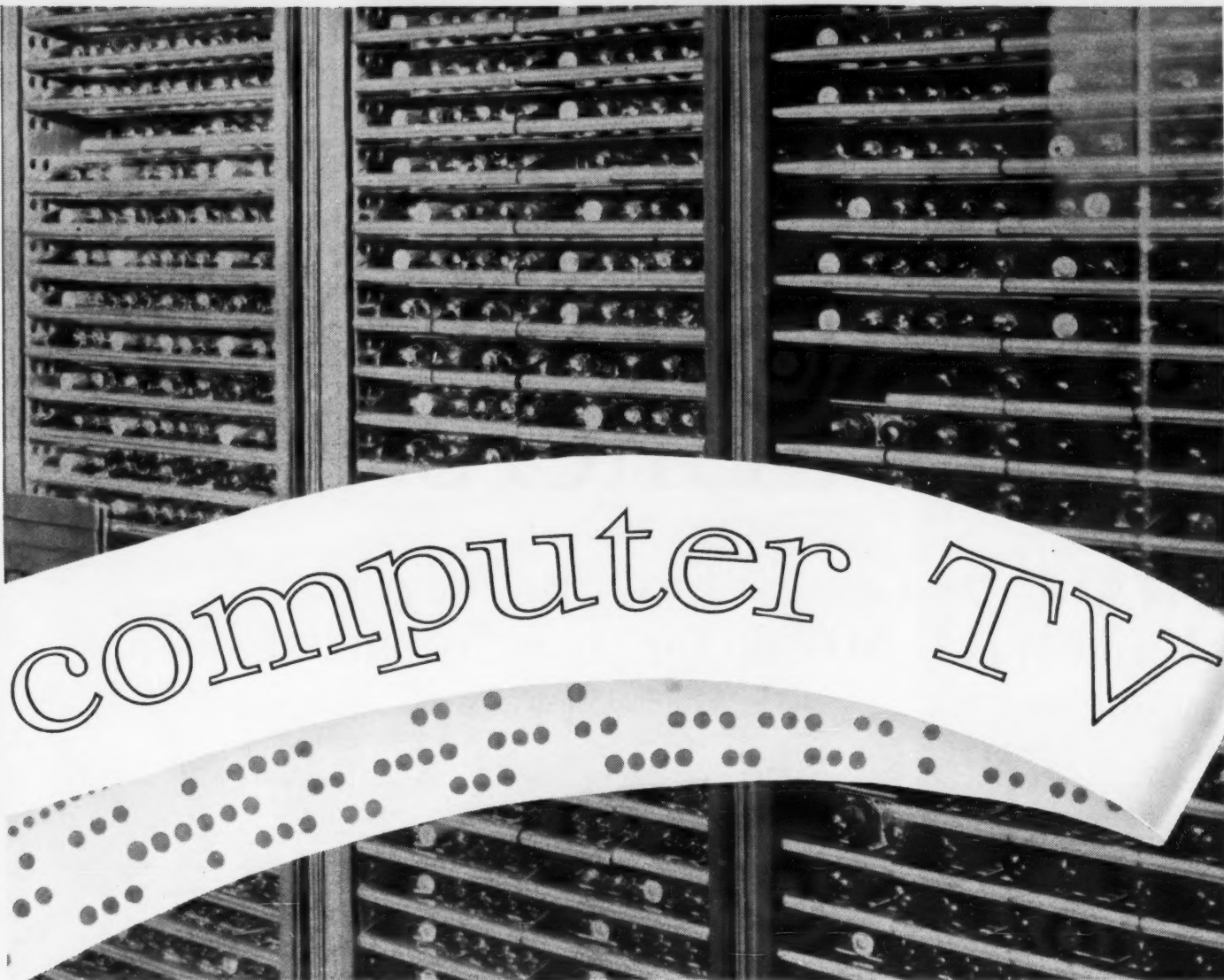
If you are in Chicago for the market opening, be sure to see Sylvania Picture-Computer TV at the Merchandise Mart, Space 1149.

# SYLVANIA

SUBSIDIARY OF  
**GENERAL TELEPHONE & ELECTRONICS**







## Check here for the time and place of your distributor's open house

<b>ALABAMA</b> <b>Birmingham</b> Electric Constructors of Alabama, Inc. Electric Constructors' Showroom June 15, 16 <b>Dothan</b> Mack Electric Supply Co. Houston Hotel June 14, 15 <b>ARIZONA</b> <b>Phoenix</b> J. N. Ceazan Company J. N. Ceazan Showroom June 19, 20, 21 <b>ARKANSAS</b> <b>Little Rock</b> Douglass Distributing Co. Douglass Distributing Showroom June 18, 19 <b>CALIFORNIA</b> <b>Fresno</b> Billings & Schattinger Billings & Schattinger Showroom June 24, 25, 26 <b>Los Angeles</b> J. N. Ceazan Company J. N. Ceazan Showroom June 19, 20, 21 <b>San Diego</b> J. N. Ceazan Company J. N. Ceazan Showroom June 19, 20, 21 <b>COLORADO</b> <b>Denver</b> Boyd Distributing Co., Inc. Boyd Distributing Showroom June 24, 25, 26 <b>CONNECTICUT</b> <b>Hamden</b> B. H. Spinney Co. B. H. Spinney Showroom June 19, 20, 21 <b>DISTRICT OF COLUMBIA</b> <b>Washington</b> American Wholesalers The Presidential Arms June 27, 28, 29 <b>FLORIDA</b> <b>Miami</b> Neil Distributors Inc. Eden Roc Hotel May 26 <b>Orlando</b> Neil Distributors Inc. Angebilt Hotel June 13, 14, 15, 16 <b>Pensacola</b> Mack Electric Supply Co. Pensacola Beach Casino June 21, 22	<b>GEORGIA</b> <b>Atlanta</b> Electric Sales & Service Co. Electric Sales' Showroom Week of June 26 <b>Savannah</b> Electric Sales & Service Co. Electric Sales' Showroom Week of June 26 <b>HAWAII</b> <b>Honolulu</b> Nylon Bros. Place to be announced July 16, 17 <b>INDIANA</b> <b>Indianapolis</b> Litteral Distributing Company Litteral Showroom July 9, 10, 11, 12 <b>South Bend</b> Midwest Sales & Service Inc. Midwest Sales' Showroom Week of June 19 <b>IOWA</b> <b>Davenport</b> Republic Refrigeration Wholesalers Blackhawk Hotel June 18, 19 <b>Des Moines</b> Gifford-Brown Inc. Gifford-Brown Showroom June 18, 19 <b>KANSAS</b> <b>Wichita</b> Siebert & Willis, Inc. Siebert & Willis' Showroom June 9 <b>KENTUCKY</b> <b>Louisville</b> Cooper-Louisville Co. Kentucky Hotel June 28, 29 <b>LOUISIANA</b> <b>Shreveport</b> Koelemay Sales Company, Inc. Koelemay Sales' Showroom June 22 <b>MAINE</b> <b>Portland</b> The Emery-Waterhouse Company The Emery-Waterhouse Showroom June 27, 28, 29 <b>MARYLAND</b> <b>Baltimore</b> The Baltimore Gas Light Co. Baltimore Gas Light Showroom June 20, 21	<b>MASSACHUSETTS</b> <b>Springfield</b> B. H. Spinney Co. B. H. Spinney Showroom June 22, 23 <b>Worcester</b> Choquette & Co., Inc. Bancroft Hotel June 27 <b>MICHIGAN</b> <b>Detroit</b> Peninsular Distributing Company Peninsular Showroom Week of June 19 <b>Grand Rapids</b> Radio Distributing Co. Radio Distributing Showroom June 21, 22 <b>MINNESOTA</b> <b>Wankato</b> Southern Minnesota Supply Co. Southern Minnesota Auditorium June 19 <b>Minneapolis</b> Northwest Electronics Corp. Ambassador Motel Highways #12 & 100 June 19, 20 <b>Rochester</b> Southern Minnesota Supply Co. Wade's, Opposite Miracle Mile June 20 <b>MISSOURI</b> <b>Kansas City</b> Interstate Distributors Interstate Distributors' Showroom June 25, 26 <b>NEBRASKA</b> <b>Omaha</b> Allied Distributing Company Allied Distributing Showroom June 18, 19 <b>NEW HAMPSHIRE</b> <b>Manchester</b> The Emery-Waterhouse Company The Emery-Waterhouse Showroom June 19, 20, 21 <b>NEW JERSEY</b> <b>Newark</b> Igoe Bros., Inc. Military Park Hotel June 20, 21 <b>NEW YORK</b> <b>Buffalo</b> Cladco Distributors, Inc. Cladco Distributors' Showroom June 25, 26 <b>New York</b> Igoe Bros., Inc. St. Moritz June 21, 22	<b>Poughkeepsie</b> Empire State Wholesalers, Inc. The Nelson House June 30 <b>Troy</b> Empire State Wholesalers, Inc. Empire State's Showroom June 20, 21 <b>NORTH CAROLINA</b> <b>Charlotte</b> Hough-Wylie Company Hough-Wylie Showroom June 15 <b>Greenville</b> Carolina Sales Corporation Carolina Sales' Showroom June 27 <b>NORTH DAKOTA</b> <b>Bismarck</b> Rott-Keller Supply Co. Place to be announced Week of June 26 <b>Fargo</b> Rott-Keller Supply Co. Rott-Keller Showroom June 18, 19 <b>Minot</b> Rott-Keller Supply Co. Place to be announced Week of June 26 <b>OHIO</b> <b>Cincinnati</b> Floyd & Co., Inc. Floyd & Co. Showroom Week of June 26 <b>Cleveland</b> G. M. Nutter, Inc. G. M. Nutter Showroom June 18 through 23 <b>Columbus</b> Thompson & Hamilton, Inc. Thompson & Hamilton Showroom June 25, 26 <b>Dayton</b> Yonts Radio & Appliance Co. Yonts Display Floor June 21 <b>Toledo</b> Arnold Equipment Co. Arnold Equipment Showroom June 21, 22 <b>Youngstown</b> G & W Distributing Co., Inc. G & W Distributing Showroom June 18 through 23 <b>OKLAHOMA</b> <b>Oklahoma City</b> Gas & Electrical Equipment Co. Gas & Electrical Equipment Showroom June 18, 19 <b>Tulsa</b> Gas & Electrical Equipment Co. 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DEALERS ARE CONFUSED!

THE PUBLIC IS CONFUSED!

# Let's filter out the confusion about Air Purifiers!

Here is what the General Electric Air Purifier **WILL** and **WILL NOT** do for your customers!

IT WILL NOT be just a seasonal product!

**IT WILL** be used to great benefit in any home or office all year long!

IT WILL NOT rely on one single filter!

**IT WILL** filter air through three big filters, then bathe the clean air in the rays of a General Electric 18-inch ultraviolet lamp!

Filter #1 is  $\frac{3}{8}$  inches x 10 inches x 20 inches Urethane foam—heavy duty, washable.

Filter #2 is  $\frac{3}{8}$  inches x 10 inches x 20 inches Glass Fiber—superfine, highly efficient.

Filter #3 is a bed of activated charcoal—soaks up odors and mustiness.

IT WILL NOT purify all the air in your entire house!

**IT WILL** pull 44 cubic feet of air every minute through the entire unit, thanks to the quiet but powerful 5-inch blower!

IT WILL NOT merely mask odors!

**IT WILL** actually remove 90 to 100% of all household odors from the air as it passes through the 2½ pound bed of activated charcoal!

IT WILL NOT neglect smoke!

**IT WILL** actually remove 90 to 100% of all smoke and other airborne particles down to the size of 1/1,000,000 of an inch!

IT WILL NOT let dirt and dust stay in the air!

**IT WILL** remove most dirt and dust from the air as it passes through one of the most efficient filtering systems in air purifiers today!

IT WILL NOT cause drafts!

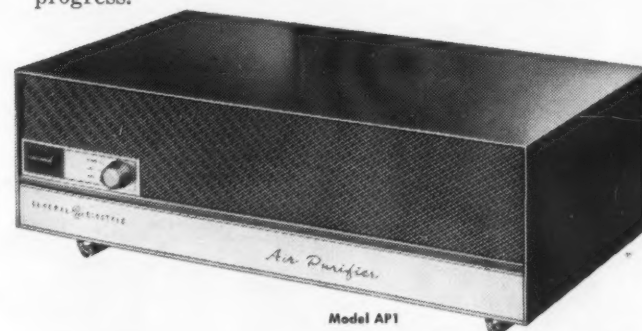
**IT WILL** distribute clean, fresh air in a gentle, diffused air stream!

IT WILL NOT be an eyesore!

**IT WILL** look graceful in any room. The General Electric Air Purifier is a lovely 21½ inches wide, 12 inches deep and only 7½ inches high. So light, it's easily portable.

IT WILL NOT be expensive!

**IT WILL** sell at less than \$60.00\*. No other portable air purifier can compare with it, at even double the price! It will benefit you to stock and display the General Electric Air Purifier...explain its superiority to customers...profit from progress.



\*Manufacturer's suggested retail price \$59.95. General Electric Company, Automatic Blanket and Fan Department, Bridgeport 2, Connecticut.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



# new products



WHIRLPOOL MID-LINE WASHER AND DRYER



WHIRLPOOL 24-IN. COMPACT WASHER

## WHIRLPOOL Introduces Economy-Priced Laundry Line

Five mid-to-low-end automatic washers (3 29-in. and 2 24-in. models) and 5 dryers (3 gas and 2 electrics) plus a new 4-model line of conventional wringer washers is announced.

**3 separate washing and 8 drying cycles** adapted from top-model equipment made available in these units supply scientifically measured laundering for fragile, wash-and-wear and regular fabrics. All 5 automatic washers provide lint-free washing with the dispenser-filter with hun-

dreds of plastic bristles to comb lint from water. It also dispenses the right amount of soap and detergent into water automatically.

A surgilator-agitator and a built-in sudsmizer (optional in all 3 29-in. units) are other features.

Square cornered cabinets are featured in both 24-in. models for a built-in look. 2-speed, 2-cycle washing, dispenser-filter, 3-level water selection, the surgilator-agitator and 3 wash-rinse water temperature selections are featured in LJA-12

and LJA-03 24-in. models as well as LJA-40 and LJA-42 20-in. models.

**Dryers feature** 3-cycle drying; 3-temperature selection; built-in ultraviolet lamps.

3 of the 4 conventional wringer washers have a built-in lint collector; No. LJW-90 has an automatic timer; finger-touch control wringer releases at wringer side release roll tension and stop wringer action.

**Prices:** automatic washers, \$229.95 to \$329.95; dryers, \$169.95 to \$249.95; wringer washers, \$139.95 to \$199.95. *Whirlpool Corp., Benton Harbor, Mich.*



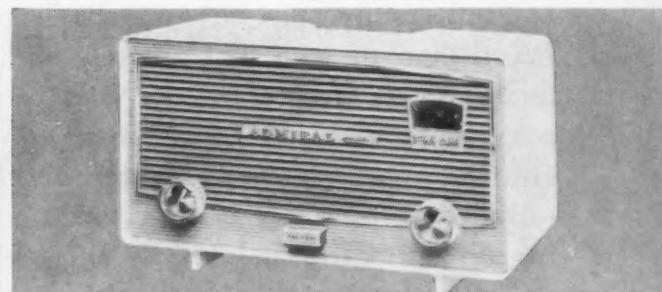
ADMIRAL STEREO THEATRE

## ADMIRAL Radio And Stereo

Highlighting Admiral's 1962 stereo theatre line is the Brittany, STF389, a complete home entertainment center incorporating wide-angle 23-in. TV, AM-FM tuner with AFC, automatic record changer with bullseye level indicator, amplifiers providing up to 16w output, and 4 matched stereo speakers.

**Admiral's new multiplex** is available optionally to bring in multiplex FM-stereo sound. Comes in French Provincial cherrywood cabinet.

**AM-FM table radio** No. 3202 features vernier tuning, has 6 tubes plus silicon rectifier, avc, FM superhet circuit plus tuned RF stage with 3-gang condenser. 2-tone cabinet has finished back. *Admiral Corp., 3800 W. Cortland St., Chicago 47.*



ADMIRAL AM-FM WAVERLY RADIO



## LET'S KEEP

# Business Help For Our Colleges Going Full Speed Ahead

"Should our company fold up its program of financial help for higher education now that the Kennedy Administration plans to have the federal government provide this kind of help in a big way?" It is clear why, in the light of campaign promises and plans announced since, this question is being raised in many business firms at this juncture.

What seems far clearer, however, is the right answer to the question. It is a resounding NO! **This is no time for the business community to ease up in what have been its notably successful efforts to help our colleges and universities get out of the deep financial hole in which they are operating. On the contrary, this is the time to put more steam than ever behind the drive of business to increase its financial help for higher education.**

### Massive Help Needed

It is easy to understand why any individual businessman or firm might have a rather despairing feeling about the prospect of competing with the federal government, with its almost all-embracing tax arm, in providing financial support for higher education or almost anything else for that matter. But this is not a case of competition. It is a case where our colleges and universities must have massive help all along the line if they are to be put squarely back on their feet financially—a goal of crucial and perhaps decisive national importance. **The business community will continue to have both the opportunity and the obligation to keep on increasing its help for higher education as rapidly as possible.**

**To underline this proposition take a look at the chart at the top of the next page. It shows**

how far the salaries of college and university faculty members continue to lag behind those of other occupational groups in the U.S.A. There has been some relative improvement in the average of faculty salaries in recent years. And the salary improvement in some fields, such as those of science and mathematics, has been very pronounced. But the chart makes clear how badly the average salary of college and university faculty members still lags.

### No Federal Funds For Salaries

The plans for increased financial aid for higher education, proposed by President Kennedy, do not contemplate increased expenditure for faculty salaries. This, we believe, is wise whether or not you feel, as many do, that resort to this kind of federal financing would inevitably carry with it federal controls that would ultimately undermine academic independence. The fight over federal appropriations for faculty salaries would be so long and bitter that it would be destructive to the aid program as a whole.

However, what the federal government will not be doing to remedy the deplorable condition of faculty salaries, as reported by the chart, is one indication of the tremendous scope that remains for crucially important help for higher education from business. Manifold other indications are available.

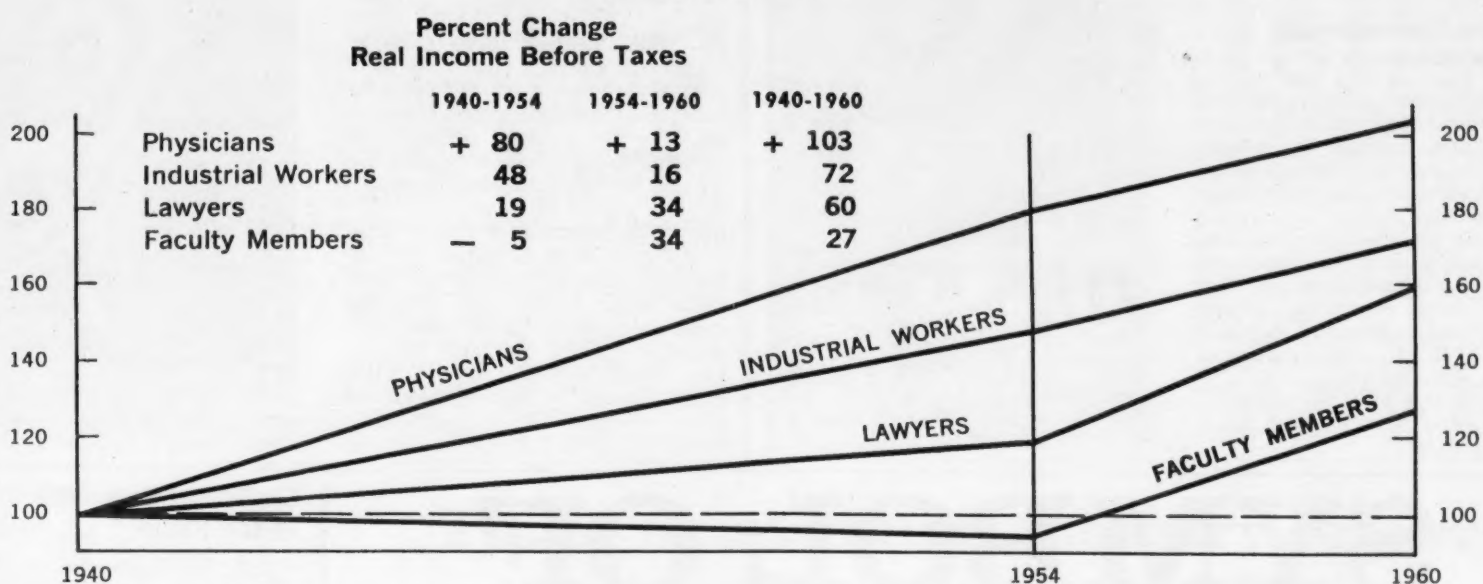
### Disaster Escape Route

One of these indications is provided by the careful calculation that the annual income of our colleges and universities must be increased by about \$4½ billion (from about \$4½ billion to about \$9 billion) over the next eight years if the tremendous wave of students



## WHAT HAS HAPPENED TO COLLEGE FACULTY SALARIES

Index (1940=100)



Sources: U.S. Department of Commerce; U.S. Department of Labor; National Education Association; McGraw-Hill Dept. of Economics.

now gathering to descend on these institutions is not to wind up in both a financial and an educational disaster. This wave promises to add more than 2.5 million, or 75%, to college enrollments by 1970.

Thus far, the program for financial help for higher education by business, spearheaded by the Council for Financial Aid to Education, has been a remarkable success in all dimensions. The dollars contributed have increased rapidly—from about \$100 million five years ago to about \$150 million this year. Contributions of \$500 million a year by 1970 are a clear possibility.

One of the inspiring developments increasing this possibility stems out of Cleveland, Ohio. There through their chief executives, an imposing group of business firms have established one per cent of their profits before taxes as their minimum goal for contributions to higher education, to be reached within three years. General acceptance of this goal by business would go most of the way toward getting our colleges and universities firmly on their feet financially.

### Mutual Respect Increased

The mutual esteem of the academic community and the business community, an element of enormous importance to a free society, has been increased by the manner in which the program of financial aid has been carried out. In making its contribution, there has been no attempt whatsoever on the part of business to encroach upon the academic freedom of the institutions financially benefited. And the program of financial aid has greatly increased the knowledge, understanding and respect which the colleges and universities and business have for each other.

The Kennedy Administration's program to enlarge federal financial support of higher education is certain to arouse strenuous controversy. As proposed by its Task Force, it avoids some of the most controversial areas of principle. However, the very magnitude of the proposed extension of the federal government's already vast program of financing higher education involves fighting issues.

But if the enlargement of federal aid were to be deeply discouraging to the continued expansion of private aid for higher education, it would be a national misfortune of major proportions. There is no good reason why it should be. On the contrary, there is compelling reason for the business community to continue giving higher education all the financial help it possibly can, thus speeding onward a program that has been and continues to be a major constructive force for our colleges and universities, for business and for the nation.

This message was prepared by my staff associates as part of our company-wide effort to report on major new developments in American business and industry. Permission is freely extended to newspapers, groups or individuals to quote or reprint all or part of the text.

*Donald McGraw*

PRESIDENT

McGRAW-HILL PUBLISHING COMPANY



## new products

CONTINUED

### Miniature Transistorized Tape Recorder

This miniature all-transistorized tape recorder has a built-in amplifier.

It measures 9x7x3½ in., weighs 2½ lbs. The recorder uses standard tapes and batteries, and plays up to 15 min. on each side.

Each unit contains carrying case, battery, tape, speaker, ear phone and microphone. Claimed to be an ideal item for busy executives, college students, home movie fans, it is also suitable for HAM operators who can tape radio conversation with it.

**Price:** \$26.95 plus \$1.95 for handling. *Tape-Recorders, P.O. Box 852, Sherman Oaks, Calif.*



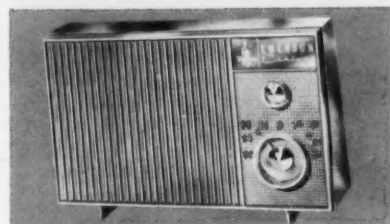
### EMERSON Radios

Newly designed table model and clock radios are announced by Emerson.

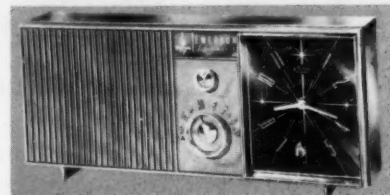
**No. 1701 "Century"** table radio incorporates a 5-tube (including rectifier) ac-dc chassis, 3½ in. deep, finished front and back cabinet. Circuitry contains hermetically sealed audio coupling, beam power output and avc. Molded cabinet measures 9¼x6x3½ in., in a variety of colors.

**No. 1704 "Lifetimer 1"** clock radio, is equipped with an automatic self-starting electric clock which turns radio on at pre-set time. Superhet radio has a hermetically sealed audio coupling circuit, avc and Miracle-tone sound system. Molded TRU-SLIM cabinet is finished front and back; measures 13¾x6¼x3½ in.

**Prices:** No. 1701, \$14.88, ebony, \$17.88



EMERSON NO. 1701



EMERSON No. 1704

colors; No. 1704, \$19.88, ebony, \$22.88 colors. *Emerson Radio & Phonograph Corp, Jersey City 2, N. J.*

# SYMBOL OF OPPORTUNITY



## Here's what "Project Prosperity" can mean to you:

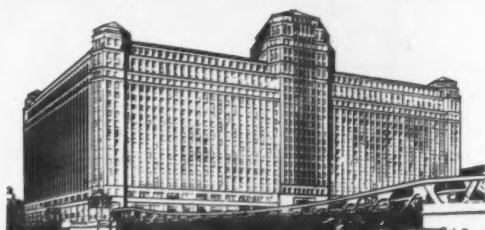
1. The greatest sales opportunity in the history of our country is here, right now. Why? Because Gross National Product, Gross National Income, Personal Income, and Personal Savings are all at record highs. Now is the time to make your move. Your customers are able to buy—are you ready to sell?

2. It's your opportunity to join the team when the great home furnishings industry leads the way to increased sales and profits.

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Don't miss "Project Prosperity" at The Merchandise Mart in Chicago, June 18-24



# THE MERCHANDISE MART

### SAMPSON Transistor Watch Radio

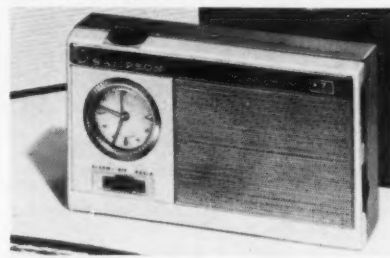
This new transistor watch radio is the first radio to be produced under the Sampson label, and is said to mark the first time that a watch and transistor radio have been combined together under electronic application. Its precision engineered Beaumont watch movement is Swiss, and its 6-transistor radio is produced by a radio manufacturer in Japan.

A portable shirt-pocket size, 2¾x4¾x1-3/16 in., it operates on an advanced-type superhet circuit.

The watch in the set is electronically united with the radio and features its electronic double signal alarm system. This system enables the radio or signal alarm to be turned on automatically at a pre-set time. A fingertip control switch can be set for either: (1) an elongated pleasant-toned electronic signal alarm that will sound for 12 min., turn itself off for 6 min., then repeat alarm for another 12 min.; or (2) for a station with music, which will operate at the same on-off-on-again intervals as the alarm.

Comes in a gift box with 4 miniature Penlite cells, magnetic earphone extension for personal listening.

**Price:** \$49.95. *Sampson Co., Electronics Div., 2244 South Western Ave., Chicago.*

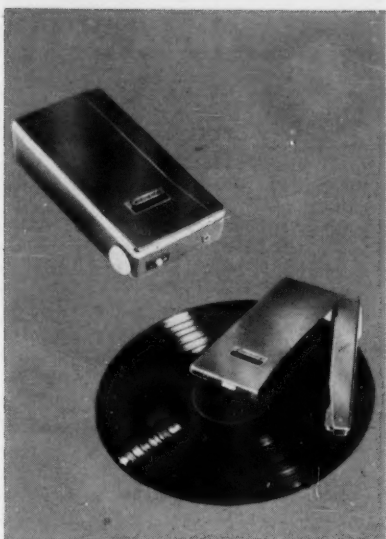


### PACKARD BELL TV

No. 19T-5 19-in. TV announced by Packard has a drop-proof, shock-proof wireless remote control, computer dial, Rangefinder 88 chassis. **Price:** \$259.95. *Packard Bell Electronics, 12333 W. Olympic Blvd., Los Angeles 64.*







### CONTINENTAL Miniature Phono-Radio

Continental's portable radio-phonograph, No. PR 720, comes in a compact case measuring 4x8x2 in. The phono plays 7-, 10- and 12-in. records, as well as 33s and 45s. The transistor radio gives radio reception and volume.

Phono has a 4-transistor amplifier circuit, 300 milliwatts output, and crystal pickup. It has a 3-in. dynamic speaker and operates on 4 flashlight "C" cells. The radio has a 7-transistor superhet circuit with a frequency range between 535 and 1605 kc, and built-in ferrite antenna.

Also available is a phono, No. PH 421, with same features as PR 720, but without radio. *Transistor Products Div., Continental Merchandise Co., Inc., 236 Fifth Ave., New York 1.*



### SONY Transistor Tape Recorder

This transistorized studio model, 3-channel tape recorder, ES-13, offers simple operation, yet its performance is said to be superior to that of a vacuum tube tape recorder.

The set includes a transport for a 1/2-in. width tape, 3 independent amplifiers, amplifier control section, VU-meter and 3 monitor-speaker cabinets. It is driven by 3 motors, with a stabilizer, plug-in type head assembly and automatic tape lifter which functions in fast winding, and utilizes pushbuttons, each with an indicator lamp.

The electronic section is separated into 6 different units, each of which may be individually removed for servicing. *Sony Corp. of America, 514 Broadway, N.Y., 12.*

### HITACHI Radios

A new Hitachi radio and speaker combination, No. TH-666ES, and a 2-band shortwave-AM portable radio, No. WH-829, have been introduced by the Sampson Co.

No. TH-666ES incorporates 6 high quality lifetime transistors plus diode-thermistor and powerful dynamic speaker. With convertible speaker it becomes compact desk portable model ensemble. Speaker plugs into earphone jack or radio. Choice of colors: red and gray, pearl and ivory, and gold and black.

No. WH-829 has 8 transistors including "Ultra-high efficiency Mesa-Type" transistors, claimed to increase reach-out reception; gear-driven tuning knob for non-slip micro fine-tuning and tone control. Choice of 2-tone combinations: red and ivory, black and ivory and white and ivory. **Prices:** Radio, \$39.95; shortwave, \$59.95. *The Sampson Co., Electronics Div., 2244 S. Western Ave., Chicago.*

WH-829—2-BAND PORTABLE RADIO

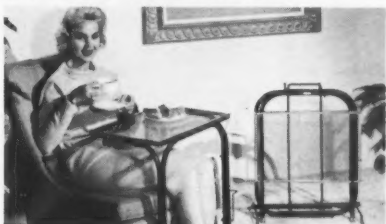


ES-904—"CONVERTIBLE" SPEAKER



### Party Pull-Up Table

Removable safety glass serving tray on heavy gauge black tubular steel stand pulls over top. The tray holds a full meal, serves as a telephone stand, night or bed table. Legs slide under any type or size chair or sofa. Folds flat for compact storage. Tenite tray trim in white, aqua, pink, gold, maroon, ivory or dark green. **Price,** \$9.95 each. *Auto Glass Mfg. Co., 8703 Grinnell, Detroit 13.*



## These outstanding industry leaders join "Project Prosperity"



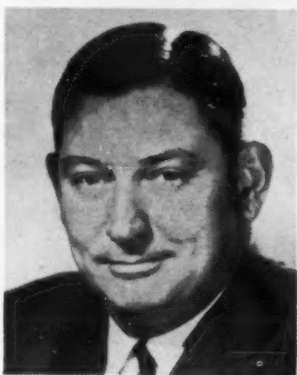
J. W. CRAIG,  
Vice-President and General Mgr.,  
Westinghouse Electric Corp.,  
Major Appliance Division



FRANK FREIMANN,  
President,  
Magnavox Company



PETER J. GRANT,  
President,  
Sylvania Home Products Corp.



JAMES D. MCLEAN,  
President,  
General Dynamics/Electronics



L. C. TRUESDELL,  
President,  
Zenith Sales Corporation



W. WALTER WATTS,  
Group Executive V.P., RCA,  
and Chairman of the Board,  
RCA Sales Corp.

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## THE MERCHANDISE MART CHICAGO





## new products

CONTINUED

### HEIRLOOM Tree Stands

The 1961 "Heirloom" line of Christmas tree stands is announced. "Heirloom," with an imported Swiss music box, rotates and plays 2 carols and contains a light outlet. A 3-switch remote control box offers independent or combination use.

Several additions have been made to round out the line, and include "Heiress," a new rotating musical stand that has been designed to widen the market potential for a high-quality stand, and is available in liquid gold finish. It is also available in a rotating, non-musical model.

"Ballerina," another new addition, is designed specifically for metal trees.

This stand also rotates and plays 1 carol. Available with or without Swiss-type music box.

**Jeweltone** comes in 2 models: 1 is the electric DeLux model with a tree light outlet and the other is the Special model. Both are available in white with multi-colored glitter.

**Prices:** "Heirloom" \$44.95, \$27.95; "Ballerina" \$19.95, \$14.95; "Jeweltone" \$5.95, \$4.95. *Heirloom Corp., Div. of Spincraft, Inc., 4161 W. State St., Milwaukee 8, Wis.*

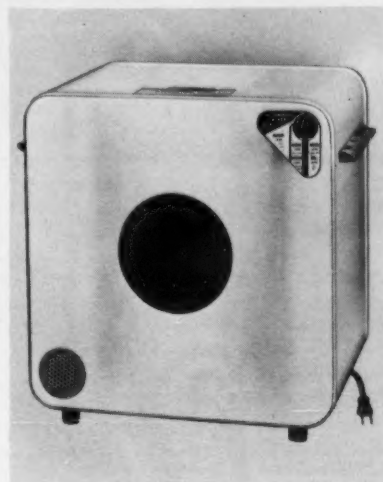


### NAXON Portable Dryer

The Naxon Fluff-N-Tumble portable dryer No. 160 handles about half the load of a full-size machine and dries same in half the time. Featured is "Air-curtain door" that frees both hands for easier loading and unloading. Since room air is drawn into the opening, no hinged door is required to retain the heat. No special wiring or installation is required. Simply plug in, set dial. Dryer has double-wall construction, controlled uniform heat and automatic selectadry for damp or full dry, automatic manual stop.

This portable dryer tumble-dries up to such typical loads as: 8 pillow cases; 30 linen towels; 8 shirts or terry towels; 3 pr. jeans; 8 dresses; 24 diapers, etc. It measures 22x20x18 in.; weighs 33 lbs. **Price:** \$99.95.

*Naxon Utilities Corp., 3600 W. Touhy Ave., Chicago 45.*



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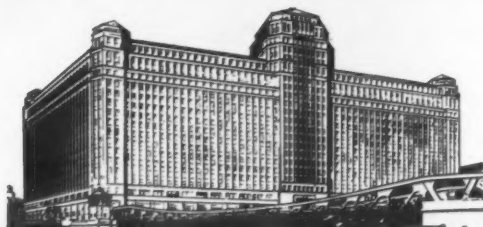
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*Don't miss "Project Prosperity" at The Merchandise Mart in Chicago, June 18-24*



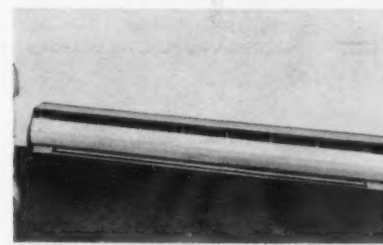
# THE MERCHANDISE MART

### CHROMALOX Baseboard Heater

New Chromalox residential electric baseboard heater incorporating modern functional styling and new engineering design is announced. Heater comes in 3- and 4-ft. lengths, which are ideal sizes for placing a combination of units end-to-end to meet various heating and wall dimension requirements. When installed, they achieve a trim, custom appearance, measuring 6x2½ in.

Wrapped-fin heating element floats freely behind full-length designed baffle. Built-in thermal cut-out provides positive protection against overheating if heater is accidentally covered. All parts of unit are symmetrically made and each unit can be mounted without removing front cover by means of elongated screw slots that provide adjustment to meet wall studs. A resilient vinyl strip along the back top edge prevents any gap due to uneven wall surface and eliminates any possibility of expansion noise.

Models have heat outputs ranging from 500 to 1000w; voltages from 120 through 277. A built-in thermostat is optional. Construction is heavy duty steel. *Edwin L. Wiegand Co., 7500 Thomas Blvd., Pittsburgh 8.*



### Suburbanette Oven

Redesigned Suburbanette 16-in. ovens include: electric and gas oven-broiler; electric single oven. Choice of 5 colors and brushed chrome. Line includes 16-, 18-, and 21-in. ovens. *Samuel Stamping & Enameling Co., Chattanooga, Tenn.*





# What The Industry Is Planning For Stereo-FM

Here's what the component makers have planned or ready to go:

**Bell Sound** has two units, a plug-in for \$39.95 and a self-powered adapter for \$59.95, for use "with any Bell stereo tuner ever produced." Delivery is scheduled to begin this month.

**Bogen-Presto** showed a self-powered adapter for their own tuners, listed at \$69.95 and scheduled for July shipment. Also shown: Two stereo FM-AM tuner-amplifiers for \$299.95 and \$399.95, and two stereo FM-AM tuners at \$199.95 and \$269.95.

**De Wald** offers a self-powered adapter for \$59.95, with an estimated two months' delivery. The company says its unit may be used on medium- or wide-band FM tuners, and will operate with "any type of FM receiver with plug-in provision."

**Dynaco** plans a plug-in for \$29.95, but will hold off production for "at least four months," until the new system has had a chance to be thoroughly tested.

**Fisher** showed an \$89.95 self-powered adapter with a "Stereo Beacon" indicator which lights up when a stereo-FM broadcast comes on the air. The instrument is designed for "all wide-band FM tuners and receivers," has a stereo balance control. Also: A stereo-FM receiver for \$329.95, a stereo-FM-AM receiver for \$399.50, and two stereo-FM tuners for \$159.50 and \$259.50.

**G-E** had a plug-in adapter for its sets for \$39.95, delivery in mid-June. The same unit cased and with controls will be \$59.95.

**Harman-Kardon** showed a plug-in for \$49.95 and a self-powered adapter for \$59.95. The company also had a stereo-FM-AM tuner for \$149.95.

**Majestic International** (Grundig) will have an add-on plug-in in late July or early August, price not yet set. The company had a closed-circuit multiplex broadcasting setup at the show, played through one of their consoles which was equipped with an adapter.

**Shell Electronics** showed a plug-in for their sets, designed to fit under the cases of the recent models or on the back, with an auxiliary mounting kit, of older sets. Also: A self-powered adapter for \$49.95.

**Sherwood** had a plug-in for \$49.50, ready for shipment in two weeks, and a self-powered adapter for \$69.95. The company also showed two multiplex-equipped sets, a stereo receiver for \$299.50 and a stereo tuner for \$160. The self-powered adapter is designed for use with "any wide-band unit in the field." The company said that "the vast majority" of stereo-FM tuners could be adapted with the Sherwood device.

Stereo-FM is off and running, and many adapters and adapted package components are due to hit dealers' shelves by the end of the month. (See p2.) Some manufacturers in the electronics industry are more hesitant than others, but all have either products or plans ready. And there is agreement that it will spark a boom in other electronic consumer products.

The components people naturally, were first into the field, since their knowledgeable audiophile customers have known about multiplexing for a long time, and are always anxious to add improvements to their equipment.

The package manufacturers, though also enthusiastic, are waiting cautiously. It's a question of who gets pushed off the dock first—the package

makers or FM broadcasting people. Manufacturers have had to build their own multiplex broadcast equipment to test sets and adapters, and are generally anxious about the quality of the adapters and multiplex equipped sets which will hit the market soon. Inferior equipment could create consumer mistrust and kill the goose before it lays its first 24-carat egg.

And one component manufacturer pointed out that FM broadcasters should be watching quality too. The quality of the broadcast a stereo-FM customer gets at home is dependent on the quality of the broadcast from the studio. "If broadcasters go into the 'home-made' bit instead of buying good broadcasting equipment, the quality of the receiving sets won't make much difference," the manufacturer pointed out.

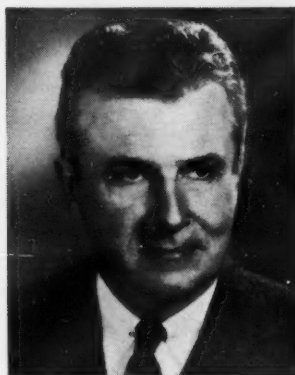
When will stereo-FM broadcasts begin? Ampex's Warren Anderson predicts a three-stage development: The prestige FM stations will probably begin the new broadcasts as soon as they can. Then other stations in the same area will be forced into adding the new system. And then finally the fringe stations will get into the stereo-FM act.

But package manufacturers will certainly not let themselves fall far behind even though they won't rush to get a product out. Motorola is "working to get FM multiplex equipment ready. We are working diligently, but . . . not around the clock." Admiral will have an adapter ready later in the summer, priced under \$50. And RCA expects to jump into the market with an adapter in the \$30 range.

## These outstanding industry leaders join "Project Prosperity"



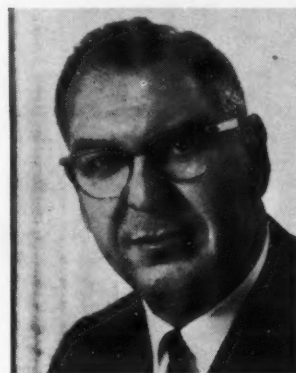
JOHN A. BASHER,  
President,  
Easy Laundry Appliances



RICHARD S. BURKE,  
President,  
Geo. D. Roper Corporation



GEORGE C. FOERSTNER,  
Executive V. P. and Gen. Mgr.,  
Amana Refrigeration, Inc.



BERTRAM GIVEN,  
President,  
Waste King Corporation



E. P. HAMILTON,  
President,  
Hamilton Manufacturing Co.



S. B. RYMER, JR.,  
President,  
Magic Chef, Inc.

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# THE MERCHANDISE MART

CHICAGO





## What Changes At FCC Mean

CONTINUED FROM PAGE 2

Senate moved to alleviate the shortage of money by passing a bill sponsored by Magnuson to give financial aid to states. This legislation has previously died in the House, but this year its sponsors are hopeful.

Among other reasons, House leaders in the past have objected that the Magnuson bill failed to encourage states receiving aid for building educational TV to operate them properly.

The Kennedy administration shared this objection, but in recent House Committee hearings the administration got behind a measure that includes safeguards designed to keep the subsidized educational TV stations operating.

Such a development will increase the need for UHF sets, and the pressure would be heightened by a move for a fourth, non-commercial network to supply educational TV programs.

More competition is one of the remedies for TV programming aimed solely at mass audiences, Minow believes. Keener competition, he says, would be supplied by more stations and more networks.

Since the latecomer among the three networks, the American Broadcasting Co., has been unable to get affiliated stations in many major markets, the growth of a third, fourth or fifth national commercial network, envisioned by Minow, will require the development of UHF.

The FCC's proposed legislation to force TV set manufacturers to equip sets to receive both VHF and UHF channels is awaiting the official comment of the Kennedy administration before it goes to Congress.

Minow, the administration's key communications spokesman, meanwhile, gives UHF "very high priority."

The FCC's crucial test of UHF is being pushed along on schedule in New York. Contracts for the work are being let, and the one-year test is due to begin this fall on whether UHF is technically and economically feasible in a "canyon-type" city.

Pay-TV should get the same full trial desired for UHF, Minow feels. "Either or both of these may revolutionize television," he says, adding, "We are going to give the in-

fant pay-TV a chance to prove whether it can offer a useful service."

Since Minow has taken over the FCC chairmanship, the commission has completed a task it began a year ago, the formulation of standards for stereophonic transmission in FM radio (see p2).

None of these goals originated with Minow, but the 35-year-old former law partner of Adlai Stevenson endorsed them heartily. He appeared to broadcasters as the kind of FCC chairman who would shake things up.

Minow's program was well known to the broadcasters when James M. Landis, Kennedy's adviser on the regulatory agencies, came up with a plan to reorganize the FCC, give it added authority to handle its business more efficiently, and hand the chairman more power.

Some members of Congress saw the plan as a move to make Minow a communications czar, under the thumb of Landis and the White House, reducing the other six commissioners to errand boys.

A reorganization plan such as Landis proposed becomes effective in 60 days unless it is vetoed by either the Senate or the House. Landis and Minow quickly realized the plea was in serious trouble, and put themselves in the hands of Sen. John O. Pastore (D-R. I.) and Rep. Oren Harris (D-Ark.).

Pastore and Harris, key legislators in the communications field, promised legislation this year to reorganize the FCC. It would be along the lines sought by Landis, they said, but would be toned down to meet the criticism by giving Minow less new authority.

Each dollar you invest in the Digest lets you *double your*



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Permanently splices broken wires and coils in electric appliances, automotive and industrial equipment. Make repairs and splices quickly, cheaply. 5 sizes.

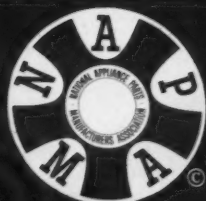
Just insert wire ends and crimp tight with ordinary pliers.

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Look for this symbol whenever you buy replacement parts for laundry equipment.

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250  
per dollar in  
Look



227  
per dollar in  
Post



159  
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Life



## New From Whirlpool:

Spotlighted in the just-introduced 1962 middle-line laundry line was the compact washer shown at right, which was erroneously identified in EM WEEK May 22.

Designed for apartments, cottages and other limited-space situations, the washer is just 24 inches wide. But it can handle a full nine pounds of wash.

Whirlpool bowed the size last year, felt it was popular enough to continue in 1962. There are two 24-inchers in the middle line: LJA-03, suggested retail price, \$229.95; LJA-12, \$269.95.



# chances-to-sell refrigerators

Appliance marketers use Reader's Digest  
to reach their best prospects millions of extra times

Every time an advertisement is looked at, it has a *chance-to-sell*. And there are huge differences in the numbers of *chances-to-sell* that an ad gets in leading magazines, according to nationwide research by Alfred Politz. For example, note the typical 2-to-1 spread in *chances-to-sell* to people in families which have bought electric refrigerators in recent years:

In the Digest . . . . .	22,267,000
In Look . . . . .	10,438,000
In the Post . . . . .	10,061,000
In Life . . . . .	7,471,000

The number of *chances-to-sell* to these prospects that you get per dollar with a 4-color page is illustrated at the left.

And Digest readers are top-quality prospects for all major appliances

A typical Digest issue is read by:

- About 40% of the people in the upper-income third of the country.
- Nearly a third of all the people in homes that own clothes dryers or freezers.
- 40% of the people in homes that have room air conditioners.

Whatever product you market, be sure you know your *chances-to-sell* to your own best prospects.

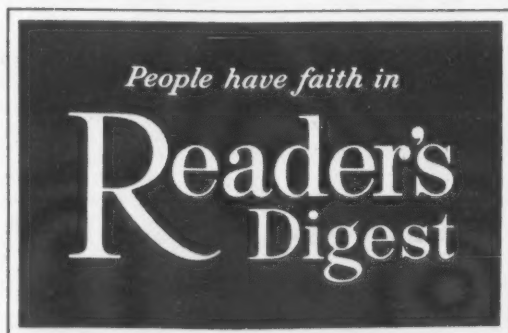
What about TV? Because TV audiences have not been measured accurately for proven prospects for

specific kinds of products, comparisons must be based on *chances-to-sell* to the entire audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).



Hammond Organ knows how the Digest gets results!

For years, Hammond Organ Co. has tested the pulling power of magazines for its products . . . which are major family purchases. When it found the Digest outpulled other magazines in coupon returns for both its expensive and economical models, it doubled its Digest schedule.



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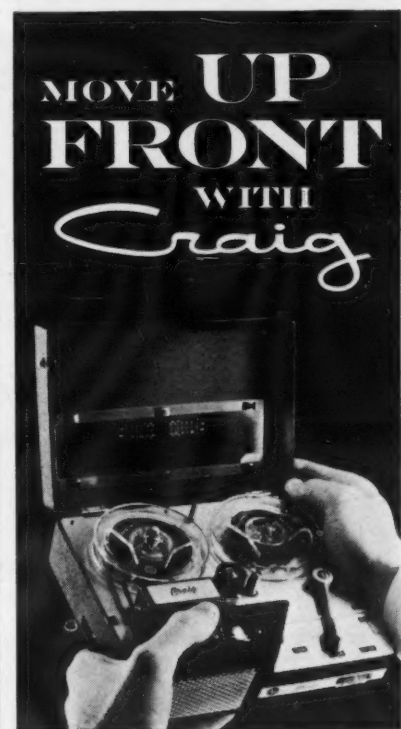
DALLAS: John Grant, 901 Vaughn Bldg., Dallas 1, Tex., RI. 7-5117.

HOUSTON: Joe Page, W-724 Prudential Bldg., Houston 25, Tex., JA. 6-1281.

LOS ANGELES: Noel Humphrey, 1125 West Sixth, Los Angeles 17, Cal., HU. 2-5450.

SAN FRANCISCO: Thomas H. Carmody, 255 California St., San Francisco 11, Calif., DO. 2-4600.

PORTLAND: Scott Hubbard, Pacific Bldg., Yamhill St., Portland 4, Ore., CA. 3-5118.



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TR-403 2-speed transistor tape recorder is typical of Craig's line of gold medal products. A full-line of pocket radios, portables and table models assure top profits. A strong dealer program supports your efforts. Write and find out more about our personal approach to your sales problems.

*Craig*

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Subsidiary of Craig Corporation, Inc.



Mrs. Butzow serves piping hot meals from the island (right), and gets the advantage of double storage. The close-up of the island (directly below) shows range and grill, and the added convenient storage space. (Bottom) Daughter Gretchen, home from kindergarten, shows her mother the day's assignment at the planning desk—which serves as a divider, forming a hall to the study, bath, and utility room outside.



## Big appliance audience ...makes big market!

The Marshall Butzows, Champaign County, Illinois, built a new home. In the large kitchen, they had an island installation with range and grill, to bring the work area closer together, save steps. Nearby are refrigerator, washing machine, sink, oven, desk, and small appliances.

The Butzows are only one of the thousands of SUCCESSFUL FARMING families who build new homes every year. During a recent 3 year period, 930,000 SF families remodeled and modernized their homes, 310,000 added wiring for greater load, and 980,000 bought new home furnishings.

SF families need and buy more appliances—they eat more at home, entertain more, and launder larger washings than urban families. In the three year period, 7 out of 10 SF families have bought one or more major appliances, and 8 out of 10 have bought small appliances.

The SF families exceed the US average for wired homes in the ownership of refrigerators, washing machines, vacuum cleaners, freezers, ranges, dryers, ironers . . . coffeemakers, mixers, skillets, toasters, irons, blankets and heating pads.

They have big farms averaging more than 300 acres, with eleven permanent buildings.

SF farm families have money for appliances. In the past decade, their average annual cash farm income averaged about 70% above the national farm average.

SUCCESSFUL FARMING offers a big appliance audience. And SF moves merchandise. It delivers influence and prestige, merited by 59 years of service, helping readers earn more money and live better. Advertising gets a friendly reception, and SF advertising pages give exceptional response.

If you want bigger appliance sale volume, use SUCCESSFUL FARMING.

**12 State and Regional Editions** offer advertisers unlimited flexibility—you can match map and market, states need not be contiguous, and your selections can custom-fit your own distribution pattern. State and regional pages can be positioned with 4-color national advertisements to give dealers extra support, publish local prices, test copy or sales appeals, deliver more impact where wanted—and advertising in more than one edition earns cumulative rates. Any SF office will give you details.

## Successful Farming

Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.





## A QUICK CHECK OF BUSINESS TRENDS

	Latest Month	Preceding Month	Year Ago	HOW THEY COMPARE
FACTORY SALES	109	106	117	6.8% down*
appliance-radio-TV index (1957 = 100)				(Feb. 1961 vs. Feb. 1960)
RETAIL SALES total (\$ billions)	17.9	18.2	18.9	5.3% down
				(April 1961 vs. April 1960)
APPLIANCE-RADIO-TV STORE SALES (\$ millions)	320	303	323	0.9% down
				(March 1961 vs. March 1960)
CONSUMER DEBT + + owed to appliance-radio-TV dealers (\$ millions)	274	279	294	6.8% down
				(March 1961 vs. March 1960)
FAILURES of appliance-radio-TV dealers	33	28	27	22.2% up
				(March 1961 vs. March 1960)
HOUSING STARTS (thousands)	118.7	110.3	125.0	5.0% down
				(April 1961 vs. April 1960)
AUTO OUTPUT (thousands)	125.8**	129.4**	154.8**	18.7% down
PERSONAL CONSUMPTION EXPENDITURES for furniture-household equipment (\$ billions)	18.0+	18.3+	19.2+	6.3% down
				(4th qtr. 1960 vs. 4th qtr. 1959)
DISPOSABLE INCOME annual rate (\$ billions)	357.1+	358.1+	347.0+	2.9% up
				(1st qtr. 1961 vs. 1st qtr. 1960)
CONSUMER SAVINGS annual rate (\$ billions)	28.1+	27.2+	23.7+	18.6% up
				(1st qtr. 1961 vs. 1st qtr. 1960)
EMPLOYMENT (thousands)	70,696	65,616	69,819	1.3% up
				(April 1961 vs. April 1960)

\*New index being used. Federal Reserve Bulletin (seasonally adjusted).

\*\*Figures are for week ending May 20, 1961, and preceding week (revised).

+Figures are for quarters.

+ +Federal Reserve Bulletin figures (revised).

## A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
AIR CONDITIONERS, Room.....	Mar.	224,100	210,900	+ 6.26
	3 Mos.	528,600	*441,500	+19.73
DISHWASHERS .....	Mar.	61,900	54,700	+13.16
	3 Mos.	141,600	137,200	+ 3.21
DRYERS, Clothes, Electric.....	Apr.	31,093	35,659	-12.80
	4 Mos.	206,627	240,680	-14.15
Gas.....	Apr.	14,949	17,554	-14.84
	4 Mos.	106,006	122,708	-13.61
FOOD WASTE DISPOSERS .....	Mar.	72,700	74,400	- 2.28
	3 Mos.	179,000	187,700	- 4.64
FREEZERS .....	Mar.	80,400	108,100	-25.62
	3 Mos.	206,900	253,400	-18.35
PHONOGRAPH SHIPMENTS .....	Mar.	289,865	305,777	- 5.20
	3 Mos.	836,962	1,182,821	-29.24
RADIO PRODUCTION (excludes auto) .....	Week May 19	201,865	211,118	- 4.38
	20 Weeks	3,832,556	4,047,747	- 5.32
RADIO RETAIL SALES .....	Mar.	853,821	664,441	+28.50
	3 Mos.	2,100,729	2,079,308	+ 1.03
TELEVISION PRODUCTION .....	Week May 19	120,541	113,899	+ 5.83
	20 Weeks	2,060,494	2,320,729	-11.21
TELEVISION RETAIL SALES .....	Mar.	530,105	501,829	+ 5.63
	3 Mos.	1,382,178	1,600,369	-13.63
REFRIGERATORS .....	Mar.	300,000	345,000	-13.04
	3 Mos.	764,700	925,600	-17.38
RANGES, Electric, Standard.....	Mar.	81,400	87,500	- 6.97
Built-in.....	3 Mos.	227,400	242,800	- 6.34
	Mar.	66,800	70,200	- 4.84
RANGES, Gas, Standard.....	3 Mos.	158,300	175,400	- 9.75
Built-in.....	Apr.	108,000	128,500	-15.95
	4 Mos.	426,600	519,800	-17.93
VACUUM CLEANERS .....	Apr.	28,300	28,000	+ 1.07
	4 Mos.	100,100	104,200	- 3.93
WASHERS, Automatic & Semi-Auto .....	Apr.	265,032	278,391	- 4.99
	4 Mos.	1,115,449	1,171,122	- 4.75
Wringer & Spinner .....	Apr.	164,481	175,983	- 6.53
	4 Mos.	773,330	843,899	- 8.36
WASHER-DRYER COMBINATIONS .....	Apr.	45,214	59,845	-24.45
	4 Mos.	198,436	235,769	-15.83
WATER HEATERS, .....	Apr.	8,751	10,404	-15.89
Electric (Storage) .....	4 Mos.	32,976	59,433	-46.03
WATER HEATERS, Gas (Storage) .....	Mar.	71,800	80,300	-10.59
	3 Mos.	184,600	197,200	- 6.39
	Apr.	268,300	216,200	+24.10
	4 Mos.	963,000	893,800	+ 7.74

\*Includes January and February 1961 Revisions

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.

JUNE 5, 1961

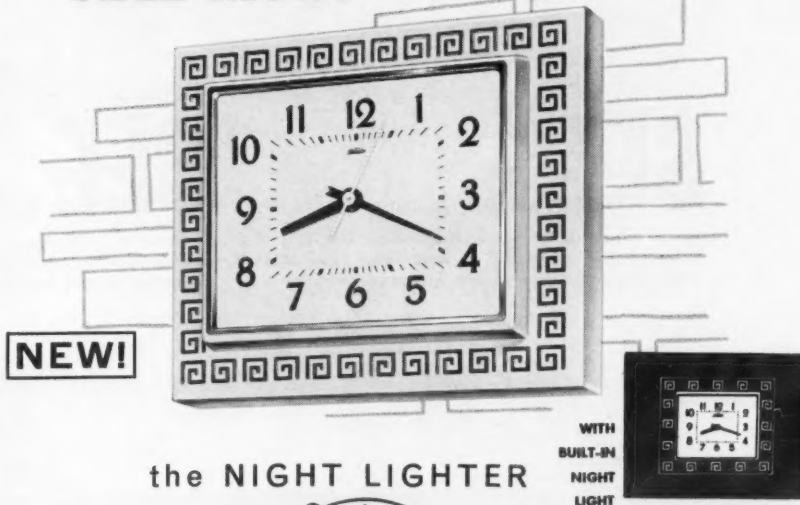
# break through

**NORGE**  
makes a great  
**NEW**  
BREAKTHROUGH  
in APPLIANCE  
SERVICE  
**JUNE 19!**

\*Breakthrough No. 1—the Norge Self-Service Drycleaning System!  
Breakthrough No. 2—the Norge Thermoelectric Refrigerator-Freezer!

## PRICED STYLED RIGHT RIGHT

and field tested  
to insure they'll  
**SELL RIGHT**



the NIGHT LIGHTER  
by Sunbeam

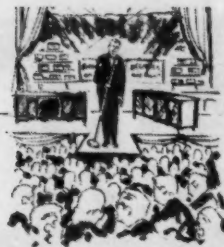
A wall clock that's beautiful (flowing Greek Key design, 2" thin) . . . that's functional (panelescent illuminated dial—no bulbs to burn out). A clock that attracts customers and boosts sales! Perfect for kitchen, bathroom, hall. The Night Lighter, Model A005, gold or chrome, \$9.98\*

SUNBEAM CORPORATION Dept. 27, Chicago 50, Ill.

©S.C. Sunbeam Recommended Retail Price

For more information on the new line of field tested clocks, write Sunbeam, Dept. 27





See what 3,000 dealers previewed, raved about and bought in record volume at Admiral's big "Las Vegas Round-up!"

See Admiral's exciting all-new Quality Lines for '62.

Greater-than-ever sales and profit opportunities!

MARK OF QUALITY  THROUGHOUT THE WORLD

# ADMIRAL

## NATIONAL DEALER

### SHOW *BEGINS WEEK*

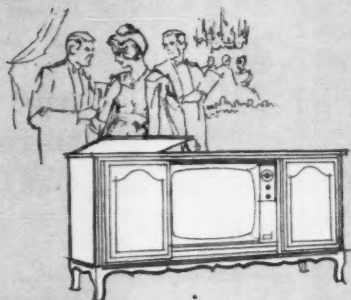
### OF JUNE 4



## SEE

**The New Admiral SP23 Chassis!**

A new standard of precision quality! The only TV chassis Life-Tested by 5 separate heat runs! 23,000 volts! Horizontal, transformer-powered design!



## SEE

**New Masterpiece Collection TV!**

The extra performance and reliability of the SP23 chassis fashioned in America's finest furniture! All new! Genuine veneers and hardwoods! Value priced!



## SEE

**The New 23" TV Imperial Series!**

Greatest quality-value television line ever! Handsome new cabinetry! Rugged SP23 chassis! Exclusive Admiral features for easier, more profitable selling!



## SEE

**New 1962 Admiral Color TV!**

Celebrating Admiral's 8th year in Color TV! A sharper, 50% brighter picture in TV's most distinctive cabinetry! Plus a remote control that does *everything*!



## SEE

**New "Phantom 3rd Channel" Stereo!**

A red-hot new portable line! Handsome new consoles with wider, more beautiful cabinetry! All FM/AM models designed for FM/Stereo multiplex reception!



## SEE

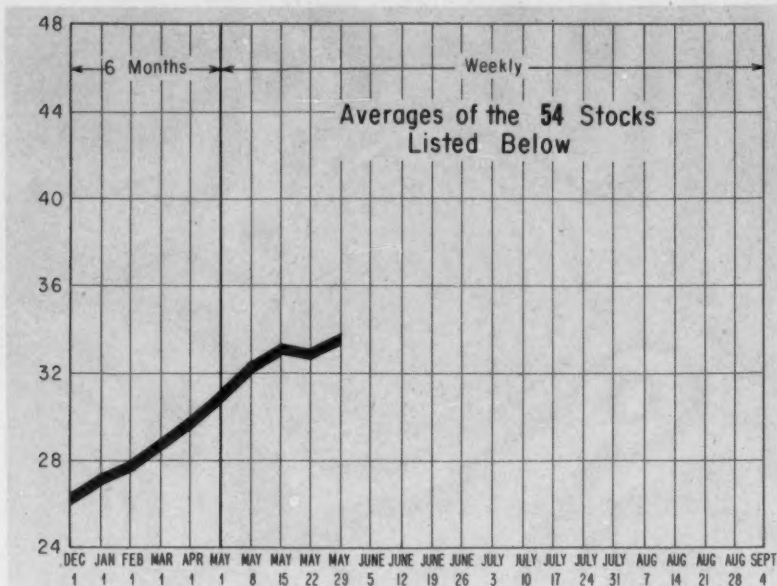
**Sensational New 1962 Radios!**

A tremendous new 5-tube traffic-builder! A dramatic new line of clock radios! Exciting new FM and FM/AM models, plus a super-saleable AM/phonograph combination!



# TAKING STOCK

A quick look at the way in which the stocks of 54 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends In Dollars	1961 High	Low	Close May 22	Close May 26	Net Change
<b>NEW YORK EXCHANGE</b>					
Admiral	15 1/8	10 5/8	13 5/8	13 3/4	+ 1/8
American Motors 1.20	21 1/4	16 1/2	18 7/8	19	+ 1/8
Arvin Ind. 1	28 1/8	20	25 1/2	25 3/4	+ 1/4
Borg Warner 2	43 5/8	35	42	41 1/2	- 1/2
Carrier 1.60	49	32 1/8	48 1/4	47 1/8	- 1/8
CBS 1.40B	42 3/8	35 3/8	40	40	—
Chrysler 1A	48	37 3/8	45	44	- 1
Decca Records 1.20	47 1/2	32 5/8	42 1/2	41	- 1 1/2
Emerson Electric 1BXD	87 1/2	50	81 1/4	83 3/4	+ 2 1/2
Emerson Radio .37T	16 1/4	11 1/8	14 1/2	14 5/8	+ 1/8
Fedders 1B	25 1/8	17 1/8	22 7/8	22 3/4	- 1/8
General Dy. 1	45 1/2	36 5/8	37	37 1/8	+ 1/8
General Elec. 2	74	60 1/2	67	65 7/8	- 1 1/8
General Motors 2	47 3/4	40 5/8	46 3/8	44 3/4	- 1 5/8
General Tel & El .76	32 1/2	26 1/2	27 3/4	27 1/4	- 1/2
Hoffman Elec.	29 5/8	16 1/4	25	25 3/4	+ 3/4
Hupp Corp. .25F	11 3/4	8	10 5/8	10 1/2	- 1/8
Magnavox 1	95 3/4	46	93 1/2	91	- 2 1/2
Maytag 2A	51 1/2	36 1/2	51	50	- 1
McGraw-Edison 1.40	40 5/8	30 3/4	37 5/8	37 1/2	- 1/8
Minn. M&M .60	87	70 1/8	80	81 7/8	+ 1 7/8
Montgomery Ward 1	34 3/4	28	30 1/4	29 1/4	- 1
Monarch .04	18 1/2	13 3/8	18	17 3/8	- 5/8
Motor Wheel 1	20 1/2	11 3/4	16	16	—
Motorola 1	100	75 1/8	95 7/8	96 1/4	+ 3/8
Murray Corp.	30 5/8	26 5/8	29 1/4	29 1/2	+ 1/4
Norris-Thermador	34 3/8	18	28 5/8	27 1/2	- 1 1/8
Philco	25 1/8	17 3/8	22 3/4	23 1/4	+ 1/2
RCA 1B	65 5/8	49 1/2	64 3/8	62 3/4	- 1 5/8
Raytheon 2.37T	42 7/8	35 1/4	38 5/8	39 3/4	+ 1 1/8
Rheem	23 1/2	13 1/2	19 3/8	19 1/2	+ 1/8
Ronson .60	24 1/2	12 1/8	20 1/8	21 3/8	+ 1 1/4
Roper GD	25 1/2	16 5/8	24 1/2	24 3/8	- 1/8
Schick	14 1/8	8 1/4	11 7/8	11 1/2	- 3/8
Siegler Corp. .40B	34	27	29 5/8	29 3/8	- 1/4
Singer	91	63 1/2	89 1/2	90 7/8	+ 1 3/8
Smith A. O. 1.60A	37 7/8	31 3/4	35 7/8	36 1/8	+ 1/4
Sunbeam 1.40A	54 1/2	45 3/8	49 3/4	50	+ 1/4
Welbilt .10E	7 1/8	4 1/8	6 3/8	7	+ 5/8
Westinghouse 1.20	50	40 1/8	43 1/4	42	- 1 1/4
Whirlpool 1.40	34 3/8	27 1/4	33 3/4	33 3/4	—
Zenith 1.60A	161 1/2	97 1/4	157 3/8	161 1/2	+ 4 1/8
<b>AMERICAN EXCHANGE</b>					
Century Electric	10 3/4	5 7/8	9	9	—
Ironrite .25T	8 1/4	5 1/2	7	6 7/8	- 1/8
Lynch Corp. 87T	12 3/4	8 1/4	11 7/8	11 7/8	—
Muntz TV	7	4	6 1/2	6 1/4	- 1/4
National Presto .60	31	12 1/4	24 3/8	21 3/4	- 2 5/8
Nat. Un. Elec. (Eureka)	4 1/2	1 7/8	3 3/4	3 3/4	—
Pentron	7 1/2	2 5/8	6 7/8	7 1/2	+ 5/8
Proctor-Silex	9	5 1/8	8 7/8	8 3/8	- 1/2
Republic Trans.	9 1/2	4 1/2	7 1/4	7 3/8	+ 1/8
Trav-ler Radio	7 1/2	4 5/8	6 7/8	6 7/8	—
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	7 3/4	7 3/4	—
Webcor	—	—	9 7/8	9 1/8	- 3/4

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** It was generally an uneventful week along Wall Street. Stocks fluctuated slightly and very little in the way of a definitive trend turned up in the week-long trading. With business news mostly on the plus side, the EM WEEK chart advanced 7/8 pt. and now stands at an even 34, the 1961 high. Zenith continued its great surge, gaining over

four points, and closing the week with a reading of 161 1/2. Singer, the newest addition to the EM WEEK chart, was up 1 3/8 pt. to 90 7/8. Most losses and gains, however, were fractional as five issues (Singer, Whirlpool, Zenith, Pentron, Proctor Silex) recorded new yearly highs. Trading averaged out to approximately 4 million shares daily.

this agitator can  
increase your service  
**PROFITS!**



## fits any RCA WHIRLPOOL automatic washer

It's different from all others . . . and it's available only as an FSP® part. You'll notice it has undulated vanes instead of the older type square vanes used on most agitators. This Surgilator\* agitator creates "millions" of swirling water currents that deliver the exceptional cleaning power housewives have come to expect in today's RCA WHIRLPOOL automatic washers.

### Always check the agitator!

Whenever you service an RCA WHIRLPOOL automatic washer, check the agitator. If you find damage, sell a new Surgilator agitator for the RCA WHIRLPOOL washer. You can even sell it if there is no damage. Most customers respond favorably when they learn about the effectiveness of this new type agitator. There's extra profit for you and extra satisfaction for your customers if you will check the agitator every call, and sell a genuine FSP Surgilator agitator.

\*Tmk.



Factory Specification Parts for  
**Whirlpool**  
**HOME APPLIANCES**  
meet the toughest specifications in the industry



Service Division, Whirlpool Corporation, Administrative Center, Benton Harbor, Mich.

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PUT YOURSELF IN THE DRIVER'S SEAT WITH KELVINATOR

## Forecast: June and July will be "Golden Opportunity Days" for Kelvinator Dealers!

Creating immediate business for Kelvinator dealers in June and July will be a powerful new Customer Action program... "Golden Opportunity Days!"

One of a year-long series of dealer-centered programs, it's designed to get direct action for Kelvinator dealers through large space key city newspaper advertising, consumer magazine and supplement advertising, and extensive dealer promotion and display helps.

And to make the most of this "golden opportunity," Kelvinator dealers have the most salable product line-up ever assembled...

**"NO-FROST" REFRIGERATORS** that provide a significant competitive advantage in operating economy. (Ask your Kelvinator District Manager to show you the facts and figures.)

**FABULOUS FOODARAMA**, the only "big ticket" appliance that sells in volume with *no* competition.

**AUTOMATIC WASHERS** that give women the one "feature" they want most... *real dependability*. (And your Kelvinator District Manager can show you an exciting story on washing superiority, too.)

**ELECTRIC RANGES** that don't offer just "easier" oven cleaning, but elimination of all oven cleaning drudgery.

**FOODARAMA FREEZER**, the first basic improvement in home freezers in years... a cabinet design that puts 40% more food *up front*.

To top off this profit potential, Kelvinator dealers also have the "golden opportunity" of earning America's finest compact car in the "Sell Kelvinator — Drive Rambler" program.

June and July will be "Golden Opportunity Days" for Kelvinator dealers... because they have the products and programs they need to reach new high volume and profit levels.



KELVINATOR DIVISION, AMERICAN MOTORS CORPORATION, DETROIT 32, MICHIGAN



